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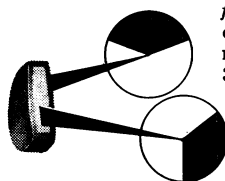


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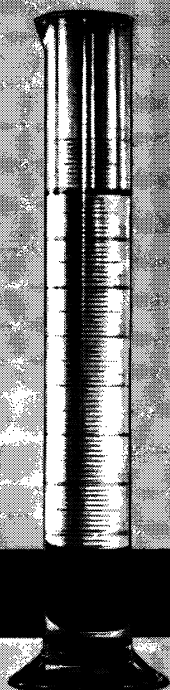
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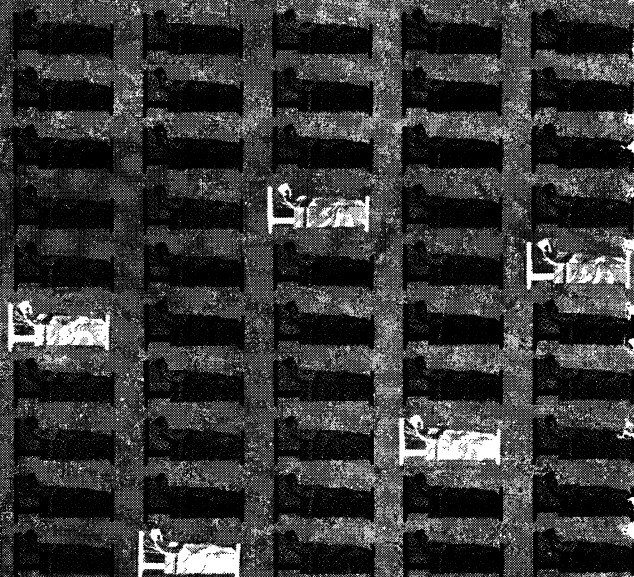
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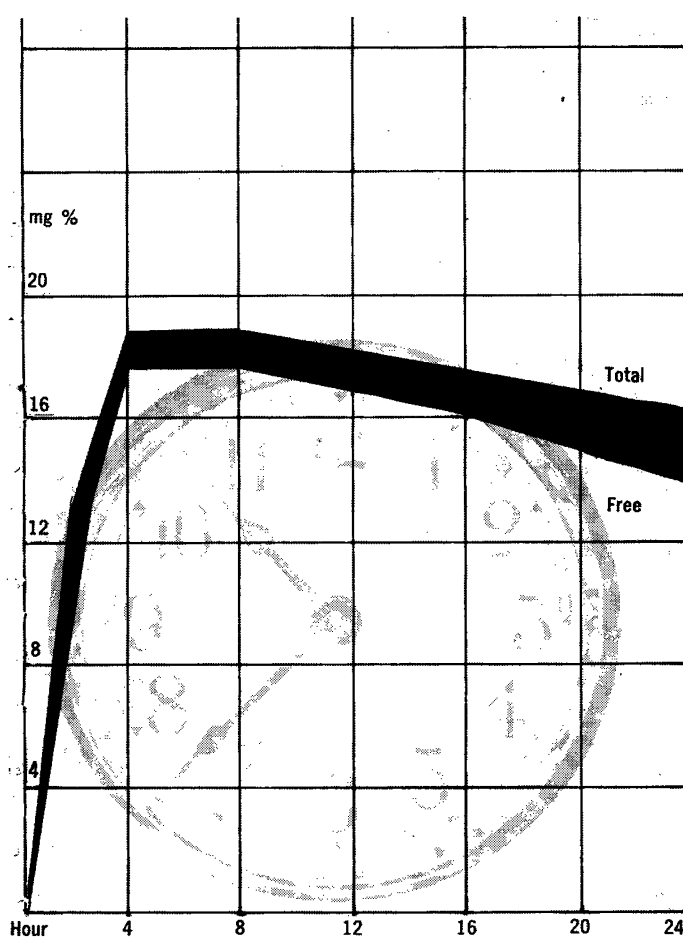
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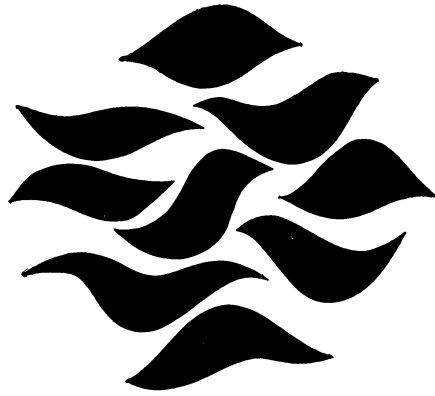
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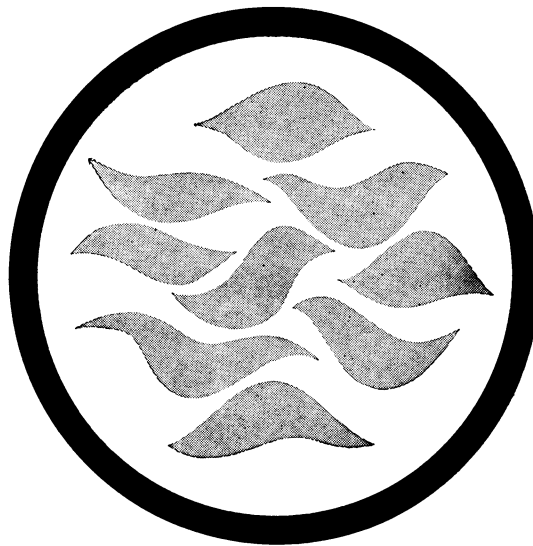
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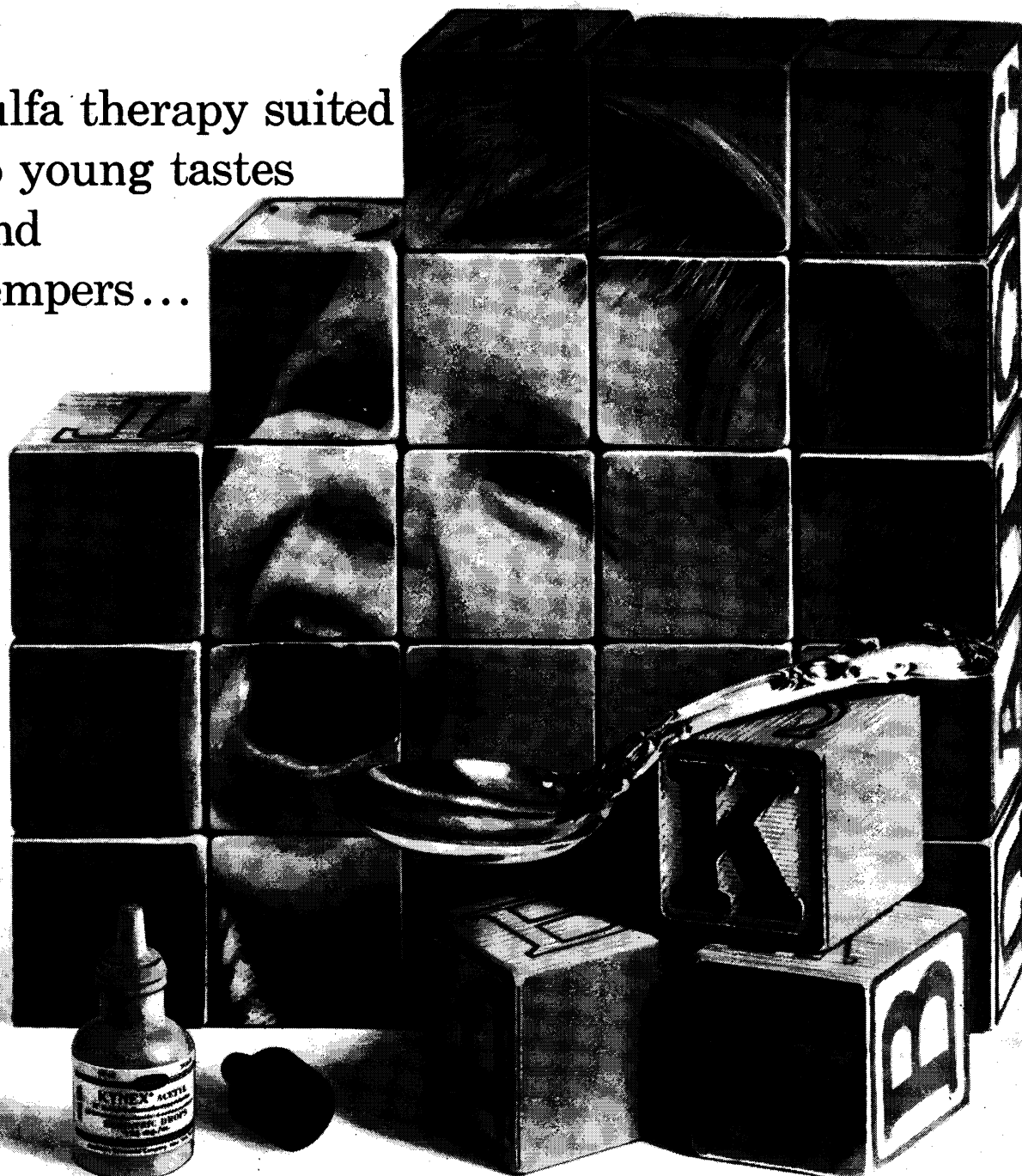
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TEXAS INSTRUMENTS INCORPORATED, HOUSTON, TEXAS, U.S.A.

Tracing demonstrates obstructed air flow as a consequence of acute, severe nasal congestion.



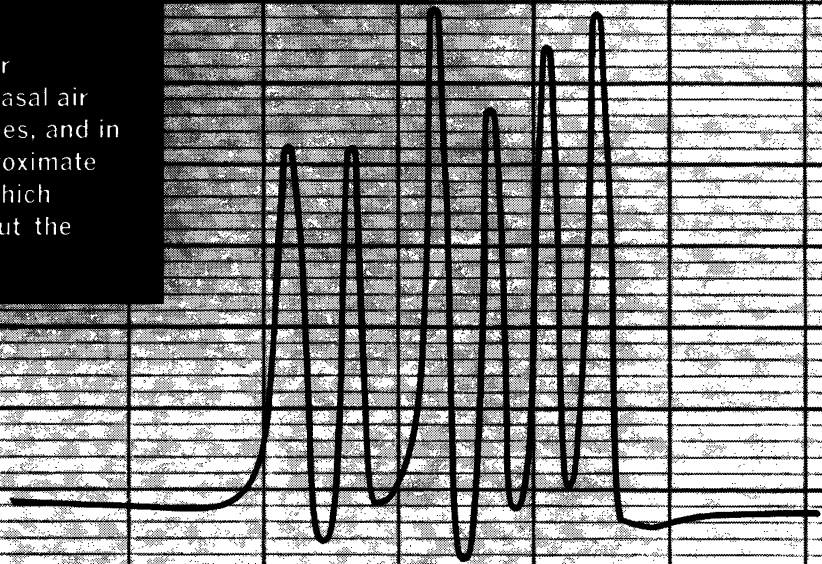
URSINUS[®]



Photo shows use of electronic rhinograph, a new technique to measure air flow and response to decongestant therapy, using same subject as control.

SMITH-DORSEY — a division of **The WANDER COMPANY, LINCOLN, NEBRASKA**

Same subject 30 minutes after ingesting 2 Ursinus tablets: nasal air flow improved four to five times, and in 40 minutes there was an approximate ten-fold increase in air flow, which remained constant throughout the experiment (2 hours).



for SINUSITIS

DECONGESTS PARANASAL SINUSES, TREATS UNDERLYING CAUSE OF PAIN AND PRESSURE

As an oral decongestant with antiallergic and antiinflammatory action, URSINUS shrinks edematous-congested turbinates, opens obstructed ostia, re-establishes sinus drainage and nasal patency. Pain, produced by pressure from retained sinus secretions and engorged turbinates, is promptly and effectively relieved over a prolonged period of time.

Each URSINUS Inlay-Tab contains: phenylpropanolamine HCl, 25 mg.; pheniramine maleate, 12.5 mg.; pyrilamine maleate 12.5 mg.; Calurin® (calcium acetylsalicylate carbamide, equiv. to aspirin 300 mg.) Dose: 1 or 2 tablets every 4 to 6 hours. Supplied in bottles of 100 URSINUS tablets.

THE ORIGINAL potassium phenethicillin

SYNCILLIN[®]

(phenoxyethyl penicillin potassium)

A dosage form to meet the individual requirements of patients of all ages in home, office, clinic, and hospital:

Syncillin Tablets — 250 mg. (400,000 units)... Syncillin Tablets — 125 mg. (200,000 units)

Syncillin for Oral Solution — 60 ml. bottles — when reconstituted, 125 mg. (200,000 units) per 5 ml.

Syncillin Pediatric Drops — 1.5 Gm. bottles. Calibrated dropper delivers 125 mg. (200,000 units)

Complete information on indications, dosage and precautions is included in the circular accompanying each package.

BRISTOL LABORATORIES, SYRACUSE, NEW YORK



ACUTE PHARYNGITIS

SYNCILLIN[®]

500 mg. t.i.d. — 5 days

W. M. 24-year-old-male. Admitted with sore throat which had progressed rapidly in severity for 24 hrs. Temp. 104.4. Pulse 110. Acute pharyngitis and enlarged, red, bulging tonsils covered with pus. Throat culture revealed beta hemolytic strep. Patient given 500 mg. SYNCILLIN t.i.d. Within 24 hrs., fever terminated by crisis with marked relief of local signs and symptoms. After 5 days, infection was cured.

Actual case summary
from the files of
Bristol Laboratories'
Medical Department



from menarche to menopause. •
whenever progestogen therapy



Is advisable

NORLUTIN[®]

(norethindrone, Parke-Davis)

oral progestational agent

NORLUTIN has been found "...remarkably efficacious in relief of many disturbances of menstruation and reproduction."^{*} Such disorders of hormonal origin respond to therapy physiologically because NORLUTIN has a marked capacity for normalizing the estrogen-progesterone ratio. And since this agent eliminates the need for injections, it wins wider patient acceptance.

indications: amenorrhea • functional uterine bleeding • endocrine infertility • habitual abortion • threatened abortion • dysmenorrhea • premenstrual tension

supplied: 5-mg. scored tablets, bottles of 30.

^{*}Rock, J.; Garcia, C. R., & Pincus, G.: *Am. J. Obst. & Gynec.* 79:758, 1960.

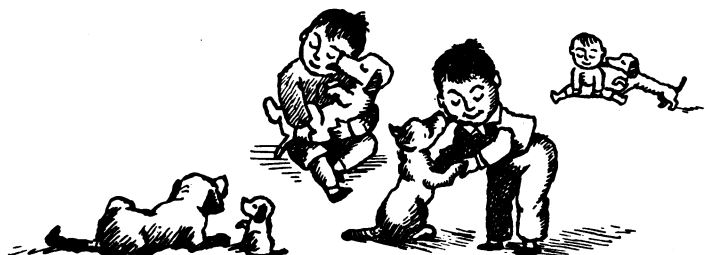
PARKE, DAVIS & COMPANY
Detroit 32, Michigan

41360

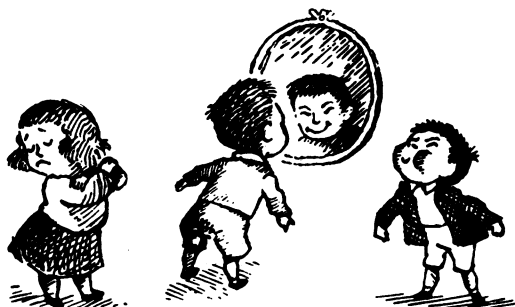
PARKE-DAVIS



a mustache is to wear on Halloween



dogs are to kiss people



a face is something to have on the front of your head



REDISOL® is so kids have better appetites

Redisol (Cyanocobalamin, crystalline vitamin B₁₂) often stimulates children's appetites with consequent weight gain.

Tiny Redisol Tablets (25, 50, 100, 250 mcg.) dissolve instantly in the mouth, on food or in liquids.

Also available: cherry-flavored **Redisol Elixir** (5 mcg. per 5-cc. teaspoonful); **Redisol Injectable**, cyanocobalamin injection USP (30 and 100 mcg. per cc., 10-cc. vials and 1000 mcg. per cc. in 1, 5 and 10-cc. vials).

Drawings reproduced from "A Hole Is to Dig", copyright by Ruth Krauss and Maurice Sendak, published by Harper & Brothers.

For additional information, write Professional Services, Merck Sharp & Dohme, West Point, Pa.



MERCK SHARP & DOHME, DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

REDISOL IS A TRADEMARK OF MERCK & CO., INC.



"Sometimes,
when I have
a running nose,
I'd like to
clear it with
TRIAMINIC®—
just to check out
that systemic
absorption business.

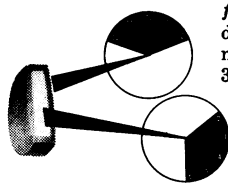
Reaches all nasal
and paranasal
membranes, huh?"

...and for humans
with
RUNNING NOSES...

You can't reach the entire nasal and paranasal mucosa by putting medication in a man's nostrils — any more than you could by trying to pour it down an elephant's trunk. **TRIAMINIC**, by contrast, reaches *all* respiratory membranes *systemically* to provide more effective, longer-lasting relief. And **TRIAMINIC** avoids topical medication hazards such as ciliary inhibition, rebound congestion, and "nose drop addiction."

Indications: nasal and paranasal congestion, sinusitis, postnasal drip, upper respiratory allergy.

*Relief is prompt and prolonged
because of this special timed-release action:*



first—the outer layer
dissolves within
minutes to produce
3 to 4 hours of relief

then—the core
disintegrates to
give 3 to 4 more
hours of relief

Each Triaminic timed-release Tablet provides:

Phenylpropanolamine HCl	50 mg.
Pheniramine maleate	25 mg.
Pyrilamine maleate	25 mg.

Dosage: 1 tablet in the morning, midafternoon and at bedtime.
In postnasal drip, 1 tablet at bedtime is usually sufficient.

Each timed-release Triaminic Juvelet® provides:

½ the formulation of the Triaminic Tablet.

Dosage: 1 Juvelet in the morning, midafternoon and at bedtime.

Each tsp. (5 ml.) of Triaminic Syrup provides:

¼ the formulation of the Triaminic Tablet.

Dosage (to be administered every 3 or 4 hours):

Adults — 1 or 2 tsp.; Children 6 to 12 — 1 tsp.;

Children 1 to 6 — ½ tsp.; Children under 1 — ¼ tsp.

TRIAMINIC®

timed-release tablets, juvelets, and syrup



running noses



and open stuffed noses orally

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska

Librium and the 66 tranquilizers

The era of tranquilizers that preceded Librium therapy saw a long succession of drugs—sixty-six by the latest count. And yet today, Librium has attained a clinical stature which may well rank it as the successor to this entire group. The reasons? The physician can manage *more patients* and control a *wider area* of anxiety-linked symptoms with Librium than with any tranquilizer or group of tranquilizers. Librium is the biggest step yet toward "*pure*" *anxiety relief* as distinct from central sedative or hypnotic action.

Consult literature and dosage information, available on request, before prescribing.

SUPPLIED: Capsules, 10 mg, green and black; 5 mg, green and yellow—bottles of 50 and 500.

NEW LIBRIUM
the successor to the tranquilizers

LIBRIUM® Hydrochloride—7-chloro-2-methylamino-5-phenyl-3H-1,4-benzodiazepine 4-oxide hydrochloride



ROCHE
LABORATORIES

Division of Hoffmann-La Roche Inc.

Arterial
representation
adapted from
Recueil de
Planches,
Tome Second,
Chez Pélletier
à Genève, 1779

for more
effective
management
of

or
—an outstanding
SALUTENSIVE
saluretic and antihypertensive
agent



SALURON[®]

sustained-action hydroflumethiazide 'Bristol'

as an antihypertensive: "a distinct advantage in the manifestations of hypertension"¹

... a superior foundation drug for an antihypertensive regimen ... often the only drug required ... in other cases, enhances the effect of tranquilizers, sympathetic depressants, and ganglionic blockers.

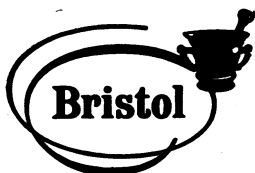
as a saluretic: "a marked advancement in the field of diuretic therapy"²

... prompt sodium excretion, with "a duration of at least 18 hours" on a single 50-mg. tablet¹. . . repetitively effective.^{1,3}

INDICATIONS: *Hypertension and hypertensive cardiovascular disease. Edema, associated with cardiac or renal insufficiency, hepatic cirrhosis, pregnancy, premenstrual syndrome, or steroid administration.*

DOSAGE: Usually 1 tablet daily. Full information in official package circular.

SUPPLY: Scored 50-mg. tablets; bottles of 50. Syrup, containing 50 mg. per 5-ml. teaspoonful; bottles of 8 fl. oz.



REFERENCES: 1. Ford, R. V., and Nickell, J.: *Ant. Med. & Clin. Ther.* 6:461, 1959. 2. Fuchs, M., and Mallin, S. R.: *Int. Rec. Med.* 172:438, 1959. 3. Ford, R. V.: *Int. Rec. Med.* 172:434, 1959.

BRISTOL LABORATORIES, SYRACUSE, NEW YORK



Just one prescription for **Engran Term-Pak**
SQUIBB VITAMIN-MINERAL SUPPLEMENT *(270 tablets)*
 calling for just one tablet per day will carry her
 through term to the six-week postpartum check-
 up. Thus, you help to assure a nutritionally perfect
 pregnancy, while providing the convenience and
 economy of the re-usable Term-Pak. Engran is also available
 in bottles of 100 tablets.

For Engran formula, see page 86

SQUIBB



Squibb Quality—The Priceless Ingredient

'ENGRAN'® AND 'TERM-PAK'® ARE SQUIBB TRADEMARKS

"Gratifying" relief from

*for your patients with
'low back syndrome' and
other musculoskeletal disorders*

POTENT muscle relaxation

EFFECTIVE pain relief

SAFE for prolonged use

stiffness and pain

“gratifying” *relief from stiffness and pain
in 106-patient controlled study
(as reported in J.A.M.A., April 30, 1960)*

“Particularly gratifying was the drug’s [SOMA’s] ability to relax muscular spasm, relieve pain, and restore normal movement . . . Its prompt action, ability to provide objective and subjective assistance, and freedom from undesirable effects recommend it for use as a muscle relaxant and analgesic drug of great benefit in the conservative management of the ‘low back syndrome’.”

*Kestler, O.: Conservative Management of “Low Back Syndrome”,
J.A.M.A. 172: 2039 (April 30) 1960.*

FASTER IMPROVEMENT—79% complete or marked
improvement in 7 days (Kestler).

EASY TO USE—Usual adult dose is one 350 mg. tablet
three times daily and at bedtime.

SUPPLIED: 350 mg., white tablets, bottles of 50.
For pediatric use, 250 mg., orange capsules, bottles of 50.

Literature and samples on request.

SOMA[®]
(CARISOPRODOL WALLACE)



WALLACE LABORATORIES, CRANBURY, NEW JERSEY

Fostex[®] treats their acne while they wash



degreases the skin

completely emulsifies
and washes off excess
oil from the skin.

helps remove blackheads

penetrates and softens comedones, unblocks pores and facilitates removal of sebum plugs.

dries and peels the skin

removes papule coverings and permits drainage of sebaceous glands.

Patients like Fostex because it is so easy to use. They simply wash acne skin 2 to 4 times a day with Fostex Cream or Fostex Cake, instead of using soap.

Fostex contains Sebulytic[®],* a combination of surface-active wetting agents with remarkable antiseborrheic, keratolytic and antibacterial actions... enhanced by sulfur 2%, salicylic acid 2%, and hexachlorophene 1%.

*sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Fostex is available in two forms—



FOSTEX CREAM, in 4.5 oz. jars.

FOSTEX CAKE, in bar form.

Fostex Cream and Fostex Cake are interchangeable for therapeutic washing of the skin. Fostex Cream is approximately twice as drying as Fostex Cake.

Fostex Cream is also used as a therapeutic shampoo in dandruff and oily scalp.

Write for samples.

WESTWOOD PHARMACEUTICALS • Buffalo 13, New York

for relief from the total cold syndrome...

safe cough
suppression

superior upper
respiratory
decongestion

classic
expectorant
action

prompt
antipyresis
and analgesia

Tussagesic*

timed-release tablets/suspension

Each Tussagesic timed-release Tablet provides:

TRIAMINIC®	50 mg.
DORMETHAN (brand of dextromethorphan HBr)	30 mg.
TERPIN HYDRATE	180 mg.
APAP (acetaminophen)	325 mg.

Dosage: *Adults and children over 12* — one tablet in the morning, midafternoon and at bedtime. Each tablet should be swallowed whole to preserve the timed-release action.

Each tsp. (5 ml.) of Tussagesic Suspension provides:

TRIAMINIC®	25 mg.
DORMETHAN (brand of dextromethorphan HBr)	15 mg.
TERPIN HYDRATE	90 mg.
APAP (acetaminophen)	120 mg.

Tussagesic Suspension is especially suited for children and for adults who prefer liquid medication; it is pleasantly flavored, non-narcotic and non-alcoholic.

Dosage (to be taken every 3 or 4 hours):
Adults and children over 12 — 1 or 2 tsp.;
Children 6 to 12 — 1 tsp.; *Children 1 to 6* —
½ tsp.; *Children under 1* — ¼ tsp.

* TRADEMARK

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska

Blood pressure that goes up with stress often comes down with SERPASIL®

(reserpine CIBA)

One reason that many cases of hypertension respond to Serpasil is that many cases are associated with stress. Stress situations produce stimuli which pass through the sympathetic nerves, constricting blood vessels, and increasing heart rate. Hyperactivity of the sympathetic nervous system may elevate blood pressure; if prolonged, this may produce frank hypertension. By blocking the flow of excessive stimuli to the sympathetic nervous system, Serpasil guards against stress-induced vasoconstriction, brings blood pressure down slowly and gently.

*Coan, J. P., McAlpine, J. C., and Boone, J. A.: J. South Carolina M. A. 51:417 (Dec.) 1955.

Complete information available on request.

In mild to moderate hypertension, Serpasil is basic therapy, effective alone "...in about 70 per cent of cases..."*

In severe hypertension, Serpasil is valuable as a primer. By adjusting the patient to the physiologic setting of lower pressure, it smooths the way for more potent antihypertensives.

In all grades of hypertension, Serpasil may be used as a background agent. By permitting lower dosage of more potent antihypertensives, Serpasil minimizes the incidence and severity of their side effects.

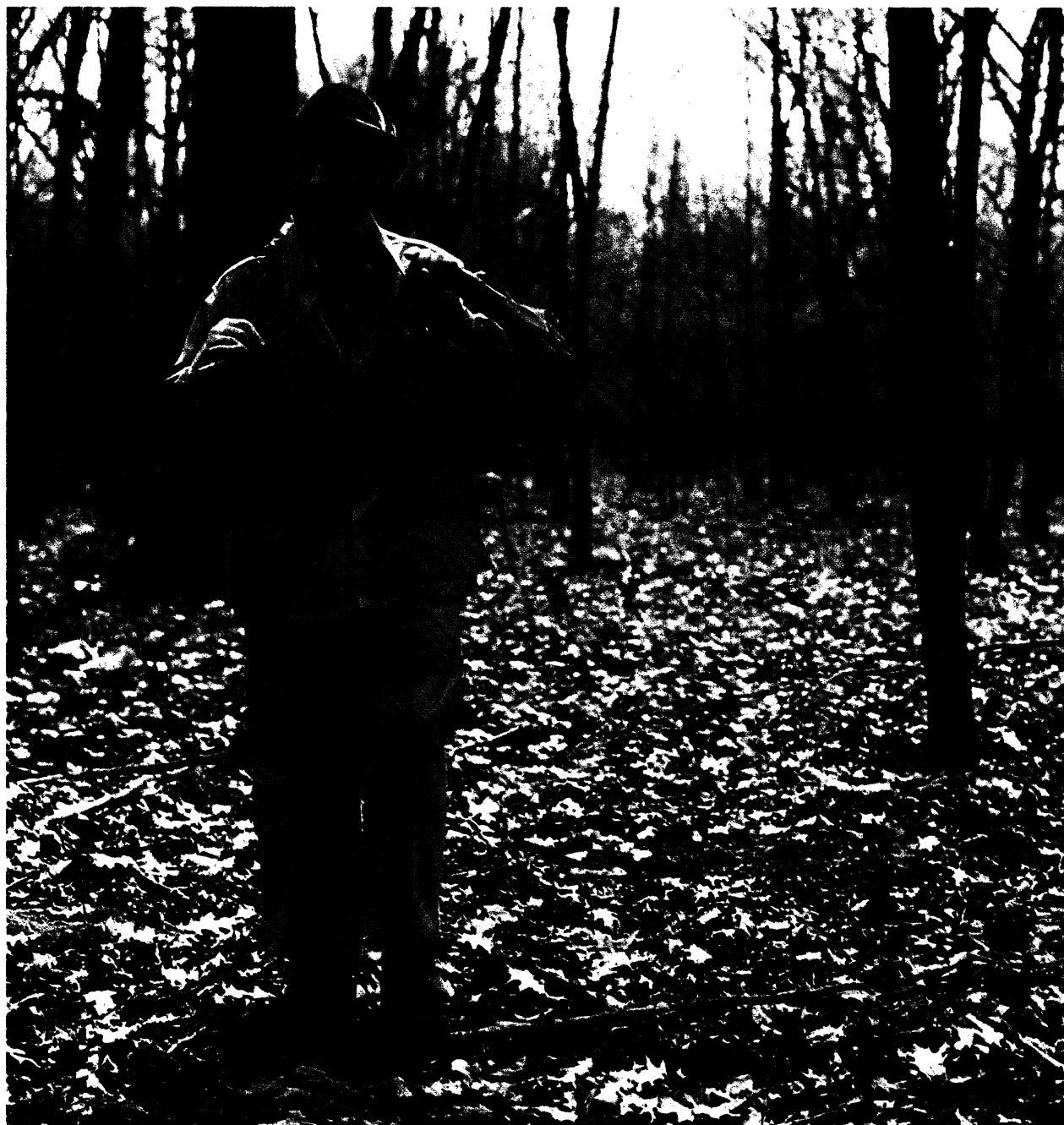
C I B A
SUMMIT, N. J.

/283046



Geriatric with FILMTAB® Gerilets®

Geriatric Supportive Formula, Abbott



A FULL RANGE OF DIETARY AND THERAPEUTIC SUPPORT FOR OLDER PATIENTS

B-Complex Vitamins

Thiamine Mononitrate.... 5 mg.
Riboflavin..... 5 mg.
Pyridoxine Hydrochloride... 1 mg.
Nicotinamide..... 20 mg.
Calcium Pantothenate.... 5 mg.

Oil Soluble Vitamins

Vitamin A... 1.5 mg. (5000 units)
Vitamin D... 12.5 mcg. (500 units)
Vitamin E..... 10 Int. units

Hematopoietic Factors

Vitamin B₁₂ with Intrinsic Factor
Concentrate, 1/2 U.S.P. Unit (oral)
Ferrous Sulfate, U.S.P.... 75 mg.
(Elemental Iron—15 mg.)
Folic Acid..... 0.25 mg.

Capillary Stability

Ascorbic Acid..... 50 mg.
Quertine®..... 12.5 mg.
(Quercetin, Abbott)

Lipotropic Factors

Betaine Hydrochloride... 50 mg.
Inositol..... 50 mg.

Anti-Depressant

Desoxyn®..... 1 mg.
(Methamphetamine Hydrochloride, Abbott)

Hormones

Sulestrex..... 0.3 mg.
(Piperazine Estrone Sulfate, Abbott)
Methyltestosterone..... 2.5 mg.

FILMTAB—FILM-SEALED TABLETS, ABBOTT, U.S. PAT. NO. 2,481,095.

STREAMLINED INTO THE SMALLEST TABLET  OF ITS KIND



How quietly but surely twilight comes. So it is with Placidyl's gentle non-barbiturate sedation. Placidyl persuades, never insists. Its action is prompt, yet certain as dawn...a dawn unmarred by hangover. To the restive, give the magic of restfulness. Give Placidyl.



© ABBOTT LABORATORIES, NORTH CHICAGO, ILLINOIS 010051

Placidyl® nudges your patient to sleep
(Ethchlorvynol, Abbott)



NEEDED: THE APPETITE SUPPRESSANT STRONG ENOUGH AND SAFE ENOUGH TO DO THE JOB

Ambar controls many cases of overeating/obesity refractory to usual therapy. To strengthen the will for successful dieting, the methamphetamine-phenobarbital in Ambar is designed to improve mood without harmful CNS overstimulation. Available in different forms to enable individualization of dosage: **AMBAR #1 EXTENTABS**,

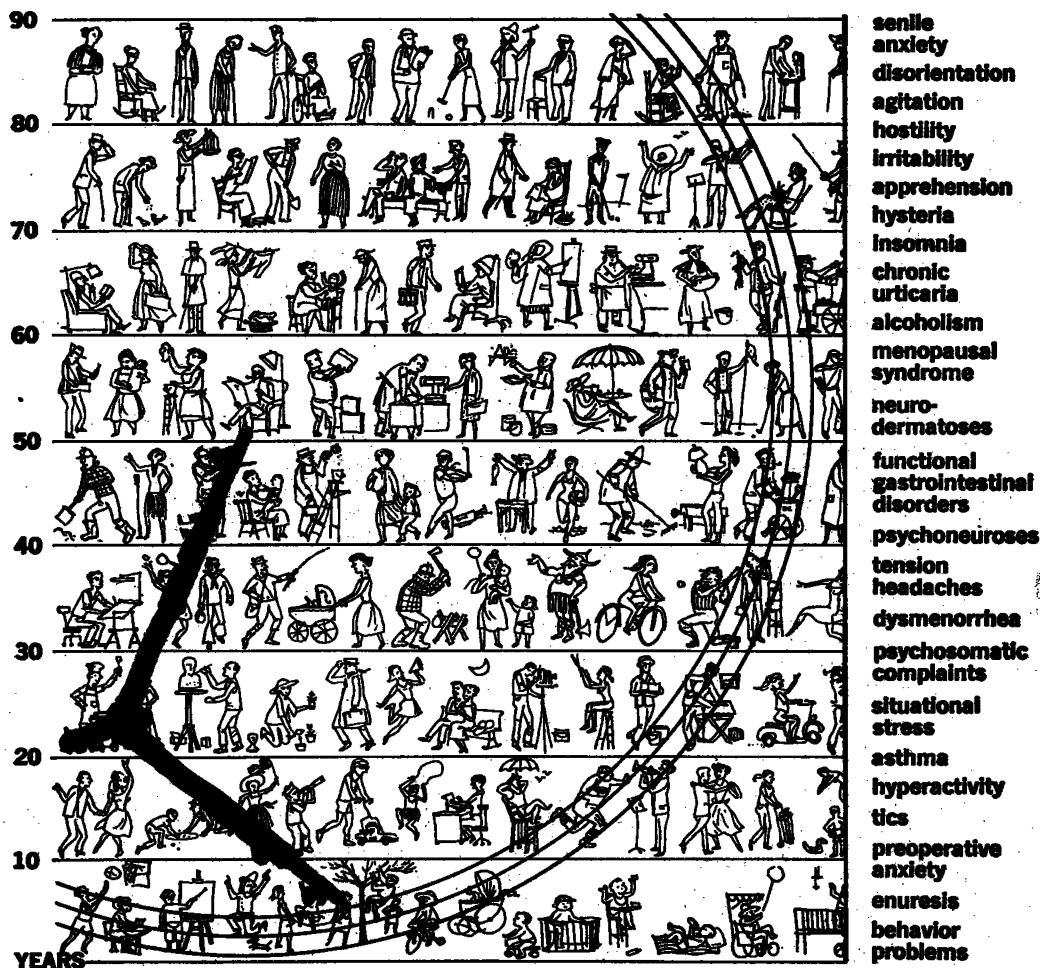
10-12 hour extended action tablets, methamphetamine HCl 10.0 mg., phenobarbital 64.8 mg.

AMBAR #2 EXTENTABS, methamphetamine HCl 15.0 mg., phenobarbital 64.8 mg. Also conventional **AMBAR TABLETS**, methamphetamine 3.33 mg., phenobarbital 21.6 mg.

A. H. ROBINS CO., INC., RICHMOND 20, VA.



AmbarTM #1 Extentabs[®] / AmbarTM #2 Extentabs[®]



ATARAX ENCOMPASSES MORE PATIENT NEEDS...LETS YOU CHART A SAFER, MORE EFFECTIVE COURSE TO TRANQUILITY

ATARAX has a wide range of flexibility . . . from mild adult tensions and anxieties to full-blown alcoholic episodes . . . from the behavior disorders of childhood to the emotional problems of old age. Why? Because it gives you maximum adaptability of dosage . . . works quickly and predictably . . . is unsurpassed in safety.

ATARAX offers extra pharmacologic actions especially useful in certain troublesome conditions. It is antihistaminic and mildly anti-arrhythmic, does not stimulate gastric secretions. Hence it is well suited to the needs of your allergic, cardiac and ulcer patients.

Have you discovered all the benefits of ATARAX?

Dosage: Adults, one 25 mg. tablet, or one tsp. Syrup q.i.d. Children, 3-6 years, one 10 mg. tablet or one tsp. Syrup t.i.d.; over 6 years, two 10 mg. tablets or two tsp. Syrup t.i.d.

Supplied: Tiny 10 mg., 25 mg., and 100 mg. tablets, bottles of 100. Syrup, pint bottles. Parenteral Solution: 25 mg./cc. in 10 cc. multiple-dose vials; 50 mg./cc. in 2 cc. ampules. Prescription only.

Complete bibliography available on request.

ATARAX

(BRAND OF HYDROXYZINE)

PASSPORT TO TRANQUILITY



New York 17, N. Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being™

Lifts depression...



You see an improvement within a few days
Thanks to your prompt treatment and the smooth action of Deprol, her depression is relieved and her anxiety and tension calmed — *often in a few days*. She eats well, sleeps well and soon returns to her normal activities.

as it calms anxiety!

Smooth, balanced action lifts depression as it calms anxiety... rapidly and safely

Balances the mood—no “seesaw” effect of amphetamine-barbiturates and energizers. While amphetamines and energizers may stimulate the patient—they often aggravate anxiety and tension.

And although amphetamine-barbiturate combinations may counteract excessive stimulation—they often deepen depression.

In contrast to such “seesaw” effects, Deprol’s smooth, *balanced* action lifts depression as it calms anxiety—both at the same time.

Acts swiftly—the patient often feels better, sleeps better, within a few days. Unlike the delayed action of most other antidepressant drugs, which may take two to six weeks to bring results, Deprol relieves the patient quickly—often within a few days. Thus, the expense to the patient of long-term drug therapy can be avoided.

Acts safely—no danger of liver damage. Deprol does not produce liver damage, hypotension, psychotic reactions or changes in sexual function—frequently reported with other antidepressant drugs.

Bibliography (13 clinical studies, 858 patients): 1. Alexander, L. (35 patients): Chemotherapy of depression—Use of meprobamate combined with benactyzine (2-diethylaminoethyl benzilate) hydrochloride. J.A.M.A. 166:1019, March 1, 1958. 2. Bateman, J. C. and Carlton, H. N. (50 patients): Meprobamate and benactyzine hydrochloride (Deprol) as adjunctive therapy for patients with advanced cancer. Antibiotic Med. & Clin. Therapy 6:648, Nov. 1959. 3. Beerman, H. M. (44 patients): The treatment of depression with meprobamate and benactyzine hydrochloride. Western Med. 1:10, March 1960. 4. Bell, J. L., Tauber, H., Santy, A. and Pulito, F. (77 patients): Treatment of depressive states in office practice. Dis. Nerv. System 20:263, June 1959. 5. Breitner, C. (31 patients): On mental depressions. Dis. Nerv. System 20:142, (Section Two), May 1959. 6. Gordon, P. E. (50 patients): Deprol in the treatment of depression. Dis. Nerv. System 21:215, April 1960. 7. Landman, M. E. (50 patients): Clinical trial of a new antidepressive agent. J. M. Soc. New Jersey. In press, 1960. 8. McClure, C. W., Papas, P. N., Speare, G. S., Palmer, E., Slatery, J. J., Konefal, S. H., Henken, B. S., Wood, C. A. and Ceresia, G. B. (128 patients): Treatment of depression—New technics and therapy. Am. Pract. & Digest Treat. 10:1525, Sept. 1959. 9. Pennington, V. M. (135 patients): Meprobamate-benactyzine (Deprol) in the treatment of chronic brain syndrome, schizophrenia and senility. J. Am. Geriatrics Soc. 7:656, Aug. 1959. 10. Rickels, K. and Ewing, J. H. (35 patients): Deprol in depressive conditions. Dis. Nerv. System 20:364, (Section One), Aug. 1959. 11. Ruchwarger, A. (87 patients): Use of Deprol (meprobamate combined with benactyzine hydrochloride) in the office treatment of depression. M. Ann. District of Columbia 28:438, Aug. 1959. 12. Settel, E. (52 patients): Treatment of depression in the elderly with a meprobamate-benactyzine hydrochloride combination. Antibiotic Med. & Clin. Therapy 7:28, Jan. 1960. 13. Splitter, S. R. (84 patients): Treatment of the anxious patient in general practice. J. Clin. & Exper. Psychopath. In press, April-June 1960.

Dosage: Usual starting dose is 1 tablet q.i.d. When necessary, this dose may be gradually increased up to 3 tablets q.i.d.

Composition: 1 mg. 2-diethylaminoethyl benzilate hydrochloride (benactyzine HCl) and 400 mg. meprobamate.
Supplied: Bottles of 50 light-pink, scored tablets. Write for literature and samples.

Deprol[®]



WALLACE LABORATORIES / Cranbury, N. J.

in pain, such as that of cancer, **Thorazine®**,
brand of chlorpromazine
one of the fundamental drugs in medicine, reduces by potentiation the amount of narcotic needed; alleviates the anxiety that intensifies suffering; improves the patient's mental outlook. Also, controls nausea and vomiting.



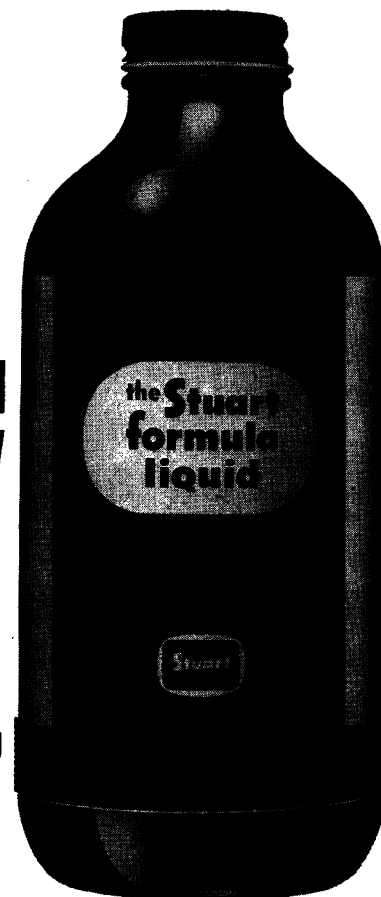
Available: Tablets, 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg.; Ampuls, 1 cc. and 2 cc. (25 mg./cc.); Multiple dose vials, 10 cc. (25 mg./cc.); Spansule® capsules, 30 mg., 75 mg., 150 mg., 200 mg., and 300 mg.; Suppositories, 25 mg. and 100 mg.; Syrup, 10 mg. per 5 cc. teaspoonful.

**SMITH
KLINE &
FRENCH**

STUART FORMULA :
Multivitamins and
minerals in bottles
of 100, 250, 500 and
1000 tablets...also
STUART FORMULA
LIQUID in Pints



**LOW
IN COST**



BALANCED-COMPLETE



Also Probec, the truly
therapeutic B complex
with high potency vita-
min C in a small tablet.
Bottles of 50, 100 and 500

The
Stuart
Company

PASADENA, CALIFORNIA



STUART FORMULA LIQUID®

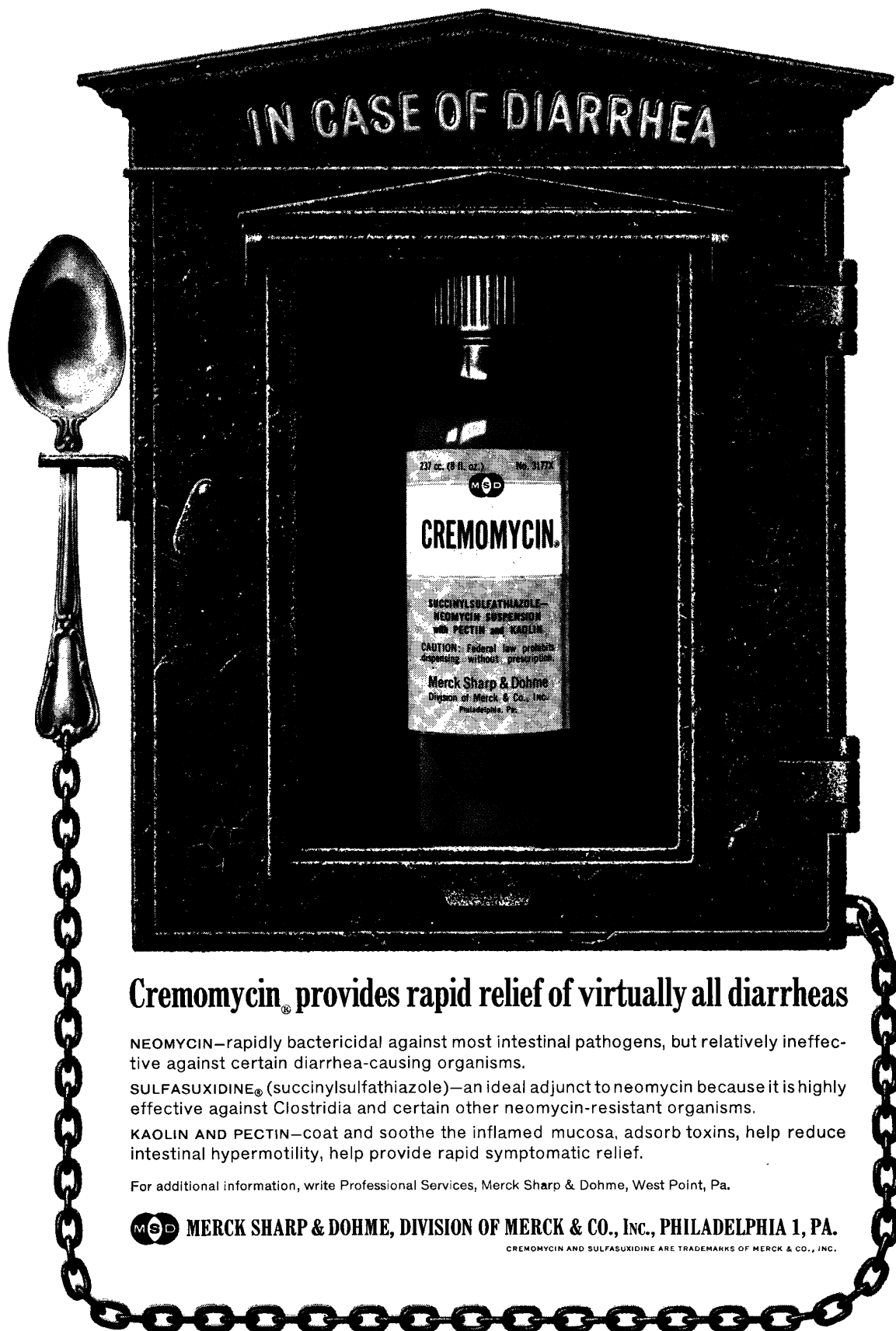
Vitamins: Contents per tablespoonful:
(15 cc.) A—10,000 USP Units; D—1,000
USP Units; E—0.3 I. U.; Complete
Vitamin B Complex: B₁—4 mg.; B₂—4
mg.; B₆—0.2 mg.; Niacin and Niacin-
amide—30 mg.; d-Panthenol—4.3 mg.;
Malt—Supplies additional natural
B Complex factors. Minerals: Iron—
15 mg.; Iodine—0.15 mg.;
Manganese—1 mg.

STUART FORMULA® (TABLETS)

One tablet contains: Vitamins: A—5,000
USP Units; D—500 USP Units; C—50
mg.; B₁—2.5 mg.; B₂—2.5 mg.; B₆—0.5
mg.; B₁₂ as Ionex-12®—1 mcg.; Niacin
and Niacinamide—15 mg.; d-Calcium
Pantothenate—5 mg.; E—0.15 U. I. Yeast
and desiccated liver are added as
sources of natural vitamin B Complex
factors. *Stuart's absorption-enhancing
complex of vitamin B₁₂ (B₁₂ from
cobalamin). Minerals: Calcium—100 mg.;
Copper—0.375 mg.; Iodine—0.075 mg.;
Iron—7.5 mg.; Magnesium—2.5 mg.;
Manganese—0.5 mg.; Potassium—
2.5 mg.; Zinc—0.15 mg.

PROBEC®

One tablet contains: Vitamins: C—250
mg.; B₁—15 mg.; B₂—10 mg.; B₆—5 mg.;
B₁₂ as Ionex-12®—3 mcg.; Niacinamide
—50 mg.; d-Calcium Pantothenate—10
mg. Desiccated liver is added to this
product as a source of natural vitamin
B Complex factors. *Stuart's absorption-
enhancing complex of vitamin B₁₂ (B₁₂
from cobalamin).



Cremomycin® provides rapid relief of virtually all diarrheas

NEOMYCIN—rapidly bactericidal against most intestinal pathogens, but relatively ineffective against certain diarrhea-causing organisms.

SULFASUXIDINE® (succinylsulfathiazole)—an ideal adjunct to neomycin because it is highly effective against Clostridia and certain other neomycin-resistant organisms.

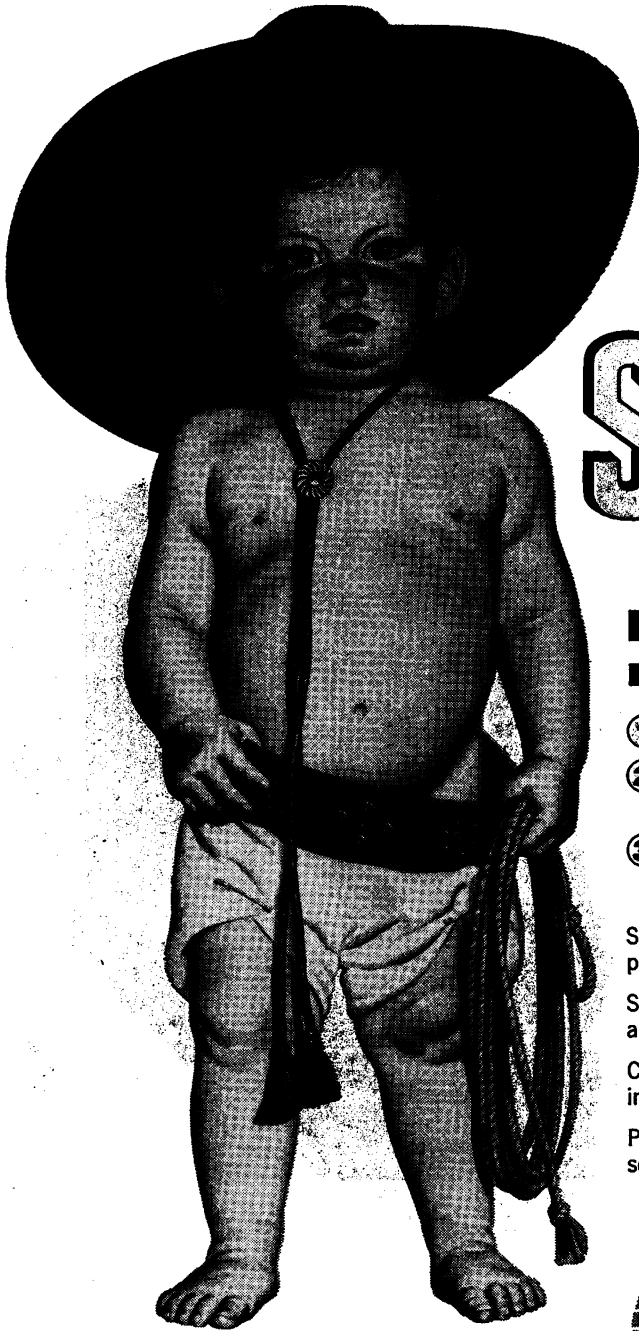
KAOLIN AND PECTIN—coat and soothe the inflamed mucosa, adsorb toxins, help reduce intestinal hypermotility, help provide rapid symptomatic relief.

For additional information, write Professional Services, Merck Sharp & Dohme, West Point, Pa.



MERCK SHARP & DOHME, DIVISION OF MERCK & CO., Inc., PHILADELPHIA 1, PA.

CREMOMYCIN AND SULFASUXIDINE ARE TRADEMARKS OF MERCK & CO., INC.



make mine Soyalac

Provides balanced nutritional values

- ① Fibre-free **HYPOALLERGENIC** formula.
- ② An excellent formula for regular infant feeding.
- ③ An ideal food for milk allergies, eczema and problem feeding.

SOYALAC helps solve the feeding problem of prematures and infants requiring milk-free diet.

Strikingly similar to mother's milk in composition and ease of assimilation, babies thrive on SOYALAC.

Clinical data furnish evidence of SOYALAC'S value in promoting growth and development.

Protein of high biologic value is obtained from the soybean by an exclusive process.

Free Booklet and Samples

A request on your professional letterhead or prescription form will bring to you complete information, and a supply of samples. Please address the Loma Linda Food Company, Arlington, California, or Mount Vernon, Ohio.

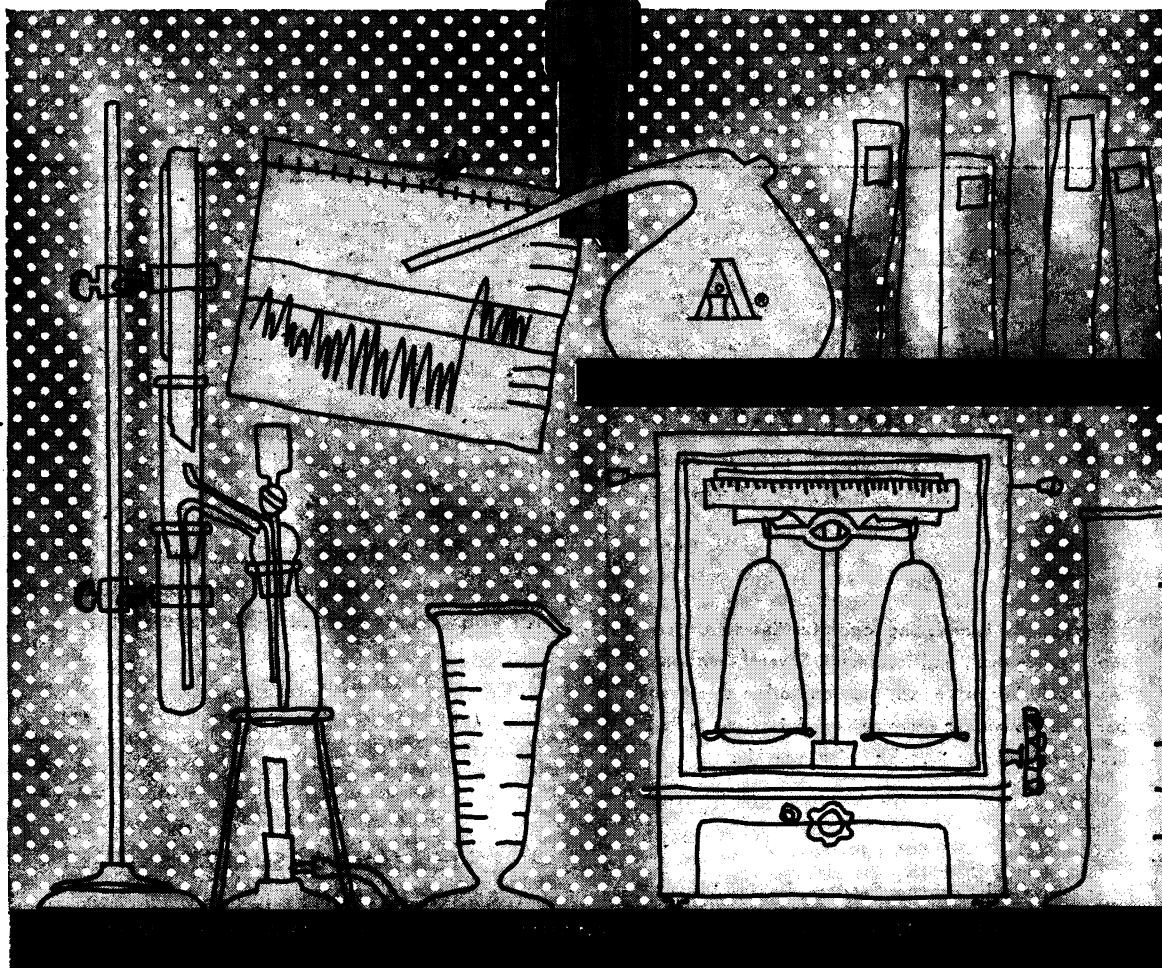
Medical Products Division
LOMA LINDA FOOD COMPANY
 ARLINGTON, CALIFORNIA • MT. VERNON, OHIO



ALWAYS SPECIFY ARMOUR THYROID

ARMOUR THYROID for over half a century has been more widely prescribed...more widely dispensed than any other thyroid product. Pioneer in thyroid standardization, Armour's rich background of experience assures you of unsurpassed quality, uniform potency and consistent therapeutic effects.

**BY ANY
MEASUREMENT
THE THYROID
OF CHOICE**





The physician listens to a tense, nervous patient discuss her emotional problems. To help her, he prescribes Meprospan® (400 mg.), the only continuous-release form of meprobamate.



The patient takes one Meprospan-400 capsule at breakfast. She has been suffering from recurring states of anxiety which have no organic etiology.



She stays calm while on Meprospan, even under the pressure of busy, crowded supermarket shopping. And she is not likely to experience any autonomic side reactions, sleepiness or other discomfort.



She takes another capsule of Meprospan-400 with her evening meal. She has enjoyed sustained tranquilization all day—and has had no between-dose letdowns. Now she can enjoy sustained tranquilization all through the night.



Relaxed, alert, attentive . . . she is able to listen carefully to P.T.A. proposals. For Meprospan does not affect either her mental or her physical efficiency.

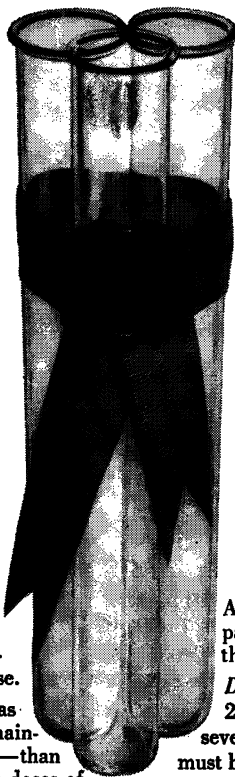


Peacefully asleep . . . she rests, undisturbed by nervousness or tension. (Samples and literature on Meprospan available from Wallace Laboratories, Cranbury, N. J.)

Squibb Announces Chemipen

Squibb Alpha-Phenoxyethyl Penicillin Potassium

new chemically improved penicillin
which provides the highest blood
levels that are obtainable with oral
penicillin therapy



As a pioneer and leader in penicillin therapy for more than a decade, Squibb is pleased to make Chemipen, a new chemically improved oral penicillin, available for clinical use.

With Chemipen it becomes possible as well as convenient for the physician to achieve and maintain higher blood levels—with greater speed—than those produced with comparable therapeutic doses of potassium penicillin V. In fact, Chemipen is shown to have a 2:1 superiority in producing peak blood levels over potassium penicillin V.*

Extreme solubility may contribute to the higher blood levels that are so notable with Chemipen.* Equally notable is the remarkable resistance to acid decomposition (Chemipen is stable at 37°C. at pH 2 to pH 3), which in turn makes possible the convenience of oral treatment.

And the economy for your patients will be of particular interest—Chemipen costs no more than comparable penicillin V preparations.

Dosage: Doses of 125 mg. (200,000 u.) or 250 mg. (400,000 u.), t.i.d., depending on the severity of the infection. The usual precautions must be carefully observed with Chemipen, as with all penicillins. Detailed information is available on request from the Professional Service Department.

Supply: Chemipen Tablets of 125 mg. (200,000 u.) and 250 mg. (400,000 u.), bottles of 24 tablets. Chemipen Syrup (cherry-mint flavored, nonalcoholic), 125 mg. per 5 cc., 60 cc. bottles.

*Knudsen, E. T., and Rolinson, G. N.: *Lancet* 2:1105 (Dec.19)1959. "CHEMIPEN" IS A SQUIBB TRADEMARK.

SQUIBB

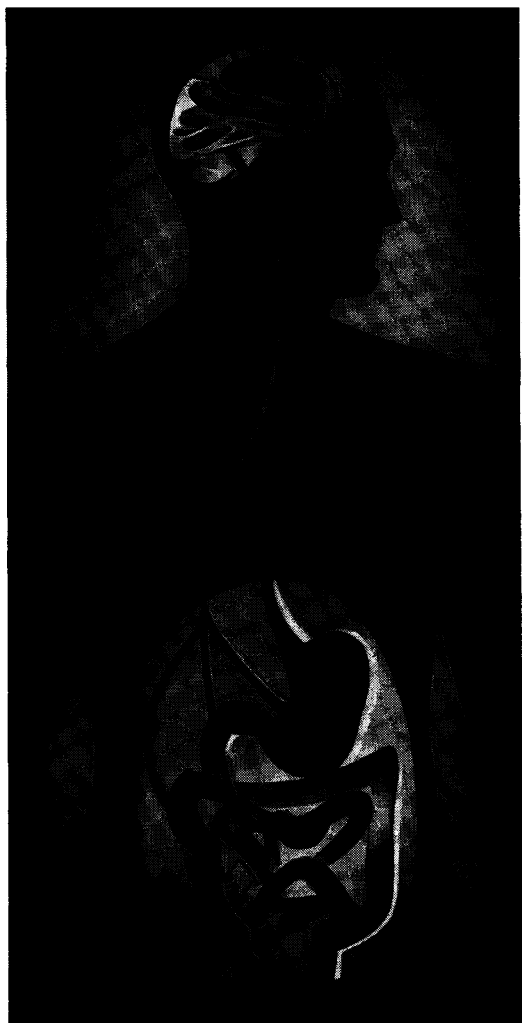
Squibb Quality—the Priceless Ingredients

anticholinergic

**KEEPS
THE STOMACH
FREE OF PAIN**

tranquilizer

**KEEPS
THE MIND OFF
THE STOMACH**



Milpath acts quickly to suppress hypermotility, hypersecretion, pain and spasm, and to allay anxiety and tension with minimal side effects.

**AVAILABLE
IN TWO
POTENCIES:**

Milpath-400 — Yellow, scored tablets of 400 mg. Miltown (meprobamate) and 25 mg. tridihexethyl chloride. Bottle of 50.

Dosage: 1 tablet t.i.d. at mealtime and 2 at bedtime.

Milpath-200 — Yellow, coated tablets of 200 mg. Miltown (meprobamate) and 25 mg. tridihexethyl chloride. Bottle of 50.

Dosage: 1 or 2 tablets t.i.d. at mealtime and 2 at bedtime.

Milpath[®]

[®]Miltown + *anticholinergic*

WALLACE LABORATORIES New Brunswick, N. J.



for properly
balanced
Electrolyte
Therapy
physicians
prefer

BAXTER

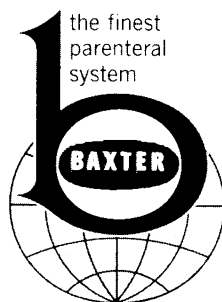
Isolyte®



PROVEN EFFECTIVE WITH THOUSANDS OF PATIENTS

ISOLYTE contains in each 100 ml.:
Sodium Acetate N.F. 0.64 Gm.;
Sodium Chloride U.S.P. 0.5 Gm.;
Potassium Chloride U.S.P. 0.075
Gm.; Sodium Citrate U.S.P. 0.075
Gm.; Calcium Chloride U.S.P.
0.035 Gm.; Magnesium Chloride
Hexahydrate 0.031 Gm.

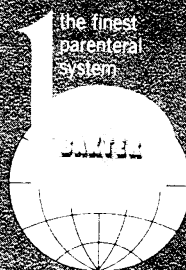
Bicarbonate precursors



the finest
parenteral
system

DON BAXTER INC. GLENDALE, CALIFORNIA

**the
finest
pediatric
parenteral
system**



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"... Well, I always prescribe Rorer's Maalox. It's an excellent antacid, doesn't constipate and patients will take it indefinitely."

.....
MAALOX® an efficient antacid suspension of magnesium-aluminum hydroxide gel offered in bottles of 12 fluidounces.

TABLET MAALOX: 0.4 Gram (equivalent to one teaspoonful), Bottles of 100.

TABLET MAALOX No. 2: 0.8 Gram, double strength (equivalent to two teaspoonfuls), Bottles of 50 and 250.

Samples on request.

WILLIAM H. RORER, INC., Philadelphia 44, Pennsylvania

this hypertensive
patient prefers
Singoserp...
and so does
his physician

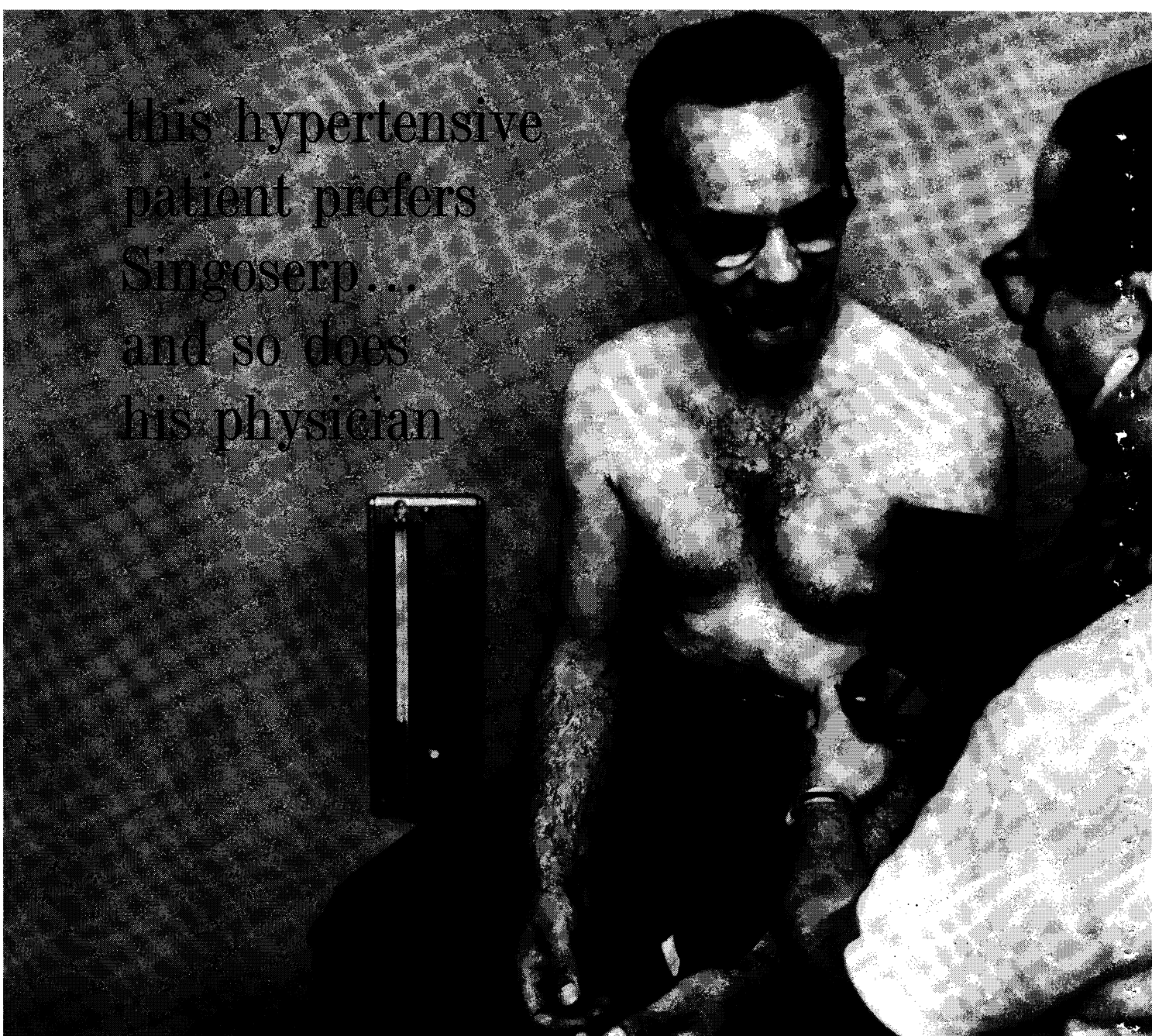


Photo used with patient's permission.

Patient's comment: "The other drug [whole root rauwolfia] made me feel lazy. I just didn't feel in the mood to make my calls. My nose used to get stuffed up, too. This new pill [Singoserp] doesn't give me any trouble at all."

Clinician's report: J. M., a salesman, had a 16-year history of hypertension. Blood pressure at first examination was 190/100 mm. Hg. Whole root rauwolfia lowered pressure to 140/80 — but side effects were intolerable. Singoserp, 0.5 mg. daily, further reduced pressure to 130/80 and eliminated all drug symptoms.

Many hypertensive patients and their physicians
prefer Singoserp[®] because it usually lowers
blood pressure without rauwolfia side effects

SUPPLIED: Singoserp Tablets, 1 mg. (white, scored). Also available: Singoserp[®]-Esidrix[®] Tablets #2 (white), each containing 1 mg. Singoserp and 25 mg. Esidrix; Singoserp[®]-Esidrix[®] Tablets #1 (white), each containing 0.5 mg. Singoserp and 25 mg. Esidrix. Complete information sent on request.

Singoserp[®] (syrosingopine CIBA) Singoserp[®]-Esidrix[®] (syrosingopine and hydrochlorothiazide CIBA)

C I B A
SUMMIT, NEW JERSEY

CONSISTENTLY GOOD CLINICAL RESULTS IN TRICHOMONAL AND MONILIAL VAGINITIS

TRICOFURON IMPROVED (Suppositories and Powder)
cured 143 of 161 patients with vaginitis due to
Trichomonas vaginalis, *Candida (Monilia) albicans*,
or both. "Almost immediate symptomatic
improvement was noted with the first insufflation."

Criteria for cure: freedom from
infecting organisms as well as symptoms on
repeated examinations during a three-month follow-up.
This cure rate of 88.8% is "surprisingly similar"
to results reported by earlier investigators.

Coolidge, C. W.; Glisson, C. S., and Smith, A. S.:
J.M.A. Georgia 48:167, 1959.

TRICOFURON® IMPROVED

2-step treatment brings swift relief,
eradicates stubborn trichomonads,
Candida (Monilia) albicans,
Hemophilus vaginalis

1. **POWDER** for weekly insufflation in your office.
MICOFUR®, brand of nifuroxime, 0.5%
and FUROXONE®, brand of furazolidone, 0.1% in
an acidic water-dispersible base.

2. **SUPPOSITORIES** for continued home use
—1st week one suppository in the morning
and one on retiring. After 1st week, one
suppository at night may suffice.

Continue use of suppositories during menses.
Treatment should be continued throughout a complete
menstrual cycle and for several days thereafter.

MICOFUR 0.375% and FUROXONE 0.25%
in a water-miscible base.

*Rx new box of 24 suppositories with applicator
for more practical and economical therapy.*

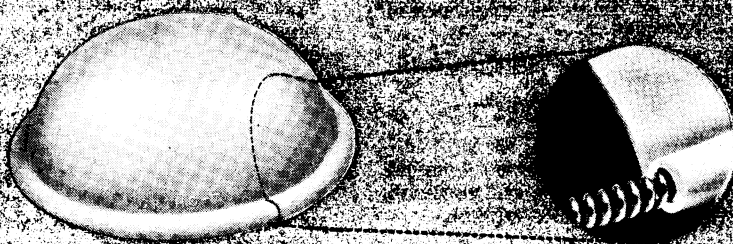
*Also available:
box of 12 suppositories with applicator.*

NITROFURANS—a unique class of antimicrobials
EATON LABORATORIES, NORWICH, NEW YORK

ORTHOMAX PATENT EXTRA-THICK MATERIAL **ORTHOMAX Arcing Spring Diaphragm**



ORTHOMAX Diaphragm (Coil Spring)



Flexes in all planes—adapts readily to irregular contours of the vagina... assures optimal fit and comfort.

ORTHOMAX Diaphragm (Coil Spring)



A COMPLETE CHOICE



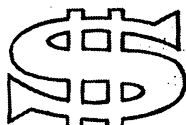
What kind of hospital concept really makes sense?

The hospital that is research designed for maximum efficiency, constructed to rigid specifications, equipped with the most modern conveniences and staffed by capable administrators to operate at a profit makes sense. Hospital Planning and Engineering Company is qualified and prepared to assume any or all of these service responsibilities.

RESEARCH PLANNING is the key to the sensible modern hospital concept. By request we conduct a thorough analysis of any area to reveal present and potential factors of population, ratio and types of doctors, available hospital sites and utilities.



FINANCING — Studies are made on each specific project to assure the security of financial investments. Initial investment on a \$160,000 — 24 bed hospital begins at \$20,000 down.* Terms can be arranged by our financial division on projects where the principals evidence responsibility. It has been proved here in California that the small proprietary hospital can give both greater service to doctors and patients, as well as give the investors a profitable return.



FUNCTIONAL DESIGN — The architectural planning and engineering research made by this firm is based on exhaustive studies. Technical data, time and motion studies, and operational costs have been evaluated resulting in the most efficient designs possible. Basic plans include 24 to 100 beds for medical, surgical and maternity hospitals with expansion plans for additional 24, 30, 36 and 50 beds. Floor plans are versatile

*Based on 1960 California Prices.
Subject to change without notice.

to give exactly what is wanted. Exteriors are the pride of beauty.

CONSTRUCTION is made by our own division. The close contact of our supervisors and workmen experienced in building hospitals results in dollars saved and adherence to the exact building specifications.

EQUIPMENT — Researched planned for efficient operation these hospitals all boast the most modern equipment and conveniences including air conditioning and piped gases. All technical equipment is second to none.

MANAGEMENT programs will be outlined on request to relieve the principals and provide capable experienced administration. The administrator of one of our recently completed hospitals reported 95% occupancy by the fourth month of operation, while the pro-forma operating statement of hospitals shows the break-even point to be at 50% occupancy.



SUMMARY — This firm offers all or part service packages concerning hospitals to completely integrated medical centers. We invite your inquiries for information and free literature.

Pictured is the 30 bed medical, surgical and maternity hospital expandable to 100 beds now under construction at Oxnard, California.



**HOSPITAL
PLANNING & ENGINEERING
COMPANY**

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Preludin®

brand of phenmetrazine
hydrochloride

Through the potent appetite-suppressant action of Preludin, the success of anti-obesity treatment becomes more assured—adherence to diet becomes easier—discomfort from side reactions is unlikely.

In Simple Obesity Preludin produces 2 to 5 times the weight loss achievable by dietary instruction alone.^{1,2}

In Pregnancy Weight gain is kept within bounds, without danger to either mother or fetus.³

In Diabetes Insulin requirements are not increased; they may even decrease as weight is lost.⁴

In Hypertension Preludin is well tolerated and blood pressure may even fall as weight is reduced.¹

Patients taking Preludin usually experience a mild elevation of mood conducive to an optimistic and cooperative attitude, thereby counteracting the lassitude otherwise resulting from a reduced caloric intake. Thus, consistent weight loss over a prolonged period becomes more assured.

Preludin® Endurets, T.M. brand of phenmetrazine hydrochloride: prolonged-action tablets of 75 mg. for once daily administration; and scored, square, pink tablets of 25 mg. for b.i.d. or t.i.d. administration.

Under license from C. H. Boehringer Sohn, Ingelheim.

References:

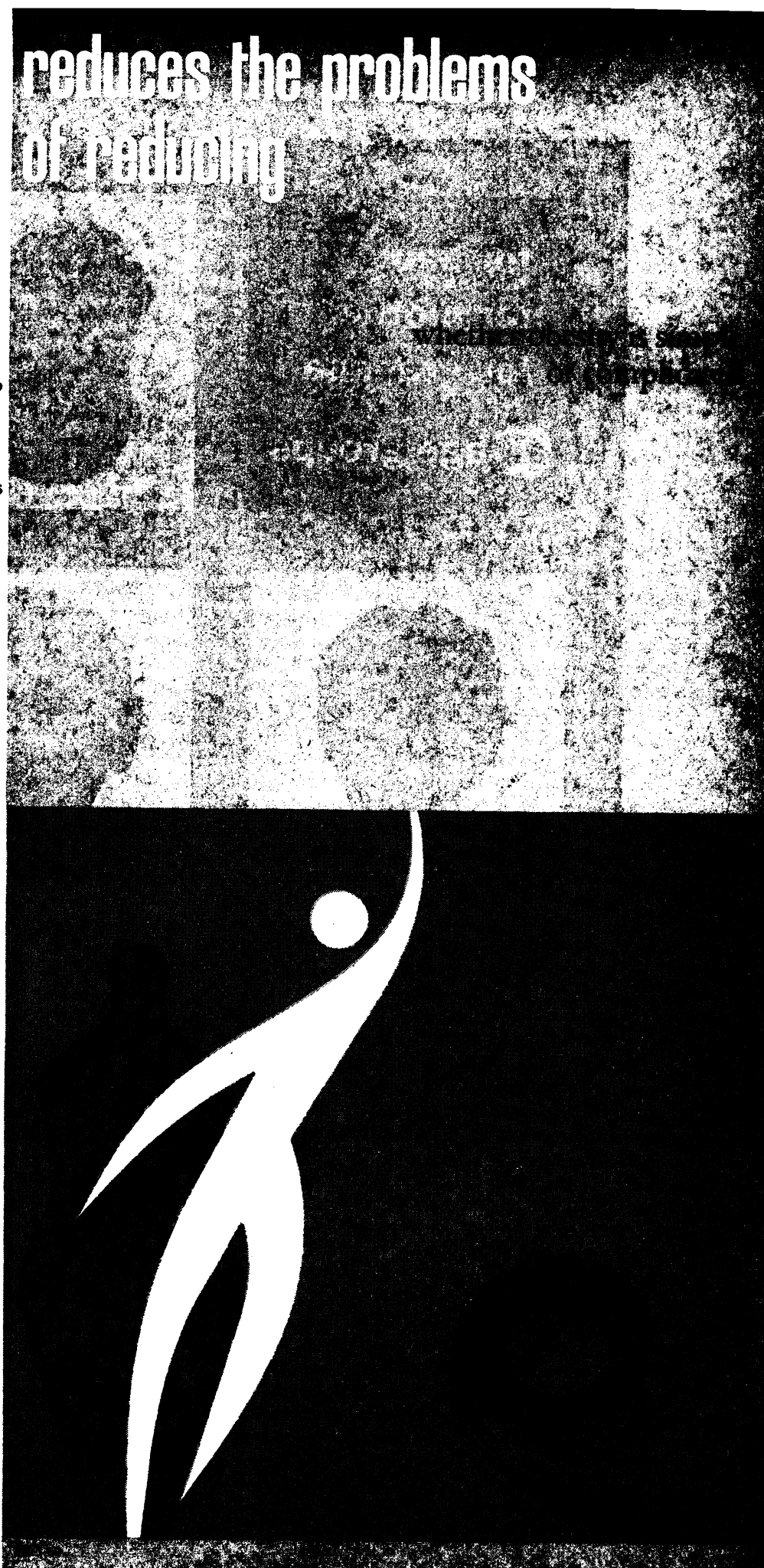
- (1) Barnes, R. H.: J. A. M. A. 166:898, 1958.
- (2) Ressler, C.: J. A. M. A. 165:135, 1957.
- (3) Birnberg, C. H., and Abithol, M. M.: Obst. & Gynec. 11:463, 1958. (4) Robillard, R.: Canad. M. A. J. 76:938, 1957.

Geigy, Ardsley, New York



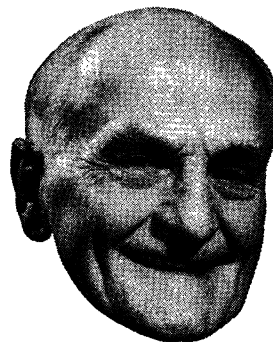
Geigy

reduces the problems of reducing



**for baby
for mother
for grandpa**

all age groups



DESITIN[®] OINTMENT

to soothe, protect,
lubricate, and stimulate healing in
rash • chafing • irritations
lacerations • ulcerations • burns

DESITIN OINTMENT...
the pioneer external cod liver oil therapy for
care of the skin in every member of the family

Request samples from ...



DESITIN CHEMICAL COMPANY
812 Branch Avenue, Providence 4, R. I.

NEW MYLICON

When your patients complain of gas or bloat, prescribe new Mylicon for relief of gastrointestinal distress due to entrapped gas. Mylicon's defoaming action changes the surface tension of gas bubbles, preventing them from coalescing. Thus, gas is released and is eliminated by belching or passing flatus. Mylicon is physiologically inert and nontoxic.

Mylicon is a valuable adjunct in the treatment of gas entrapment resulting from air swallowing and the gas distention resulting from: Spastic Colitis, Aerophagia, Post-operative Gas, Postgastrectomy, Hyperacidity, Hiatus Hernia, Diverticulitis, Gastric & Duod. Ulcers.

References: Rider, J. Alfred: "Intestinal Gas and Bloating; Treatment with Methylpolysiloxane." Amer. Pract. & Dig. of Treat., 11:52, Jan., 1960.

PATENT PENDING

Soft, chewable, mint-flavored tablets can be taken without water. One white scored tablet contains: methylpolysiloxane, a silicone . . . 40 mg.

Dosage: one tablet after each meal and at bedtime.

Supplied: bottles of 100 tablets at all pharmacies.

Reprints and professional samples available on request.

"Doctor,
I've been bothered by gas..."

when your patient
says this... try MYLICON

THE STUART COMPANY

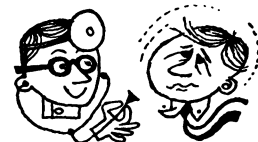
Stuart

PASADENA, CALIFORNIA



GOT STOP ANTS VERTIVERT

ANTIGO VERTS STOPANT



ANTI STOP VERTS GOTIVERT

ANTIVERT STOPS VERTIGO

(virtually 9 times out of 10)



Remission in 82%; relief in 92%. So reports an investigator who recently studied ANTIVERT in dizziness.¹ After studying 50 patients, Scal concluded that "Those with Meniere's syndrome who were given the preparation [ANTIVERT] in the early stages of this condition, reported prompt improvement in the relief of dizziness, headaches and tinnitus."¹

ANTIVERT combines meclizine (12.5 mg.) with nicotinic acid (50 mg.). Prescribe one ANTIVERT tablet before each meal for relief of Meniere's syndrome, arteriosclerotic vertigo, labyrinthitis, and vertigo of nonspecific origin.

Supplied: In bottles of 100 blue-and-white scored tablets. Prescription only.

Reference: 1. Scal, J. C.: Eye Ear Nose & Throat Month. 38:738 (Sept.) 1959.

Antivert®



New York 17, N. Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being™

In over five years



...for the tense and nervous patient

Despite the introduction in recent years of "new and different" tranquilizers, Miltown continues, quietly and steadfastly, to gain in acceptance. Meproamate (Miltown) is prescribed by the medical profession more than any other tranquilizer in the world.

The reasons are not hard to find. Miltown is a *known* drug. Its few side effects have been fully reported. ***There are no surprises in store for either the patient or the physician.***

of clinical use...

Proven

in more than 750 published clinical studies

Effective

for relief of anxiety and tension

Outstandingly Safe

- 1** simple dosage schedule produces rapid, reliable tranquilization without unpredictable excitation
- 2** no cumulative effects, thus no need for difficult dosage readjustments
- 3** does not produce ataxia, change in appetite or libido
- 4** does not produce depression, Parkinson-like symptoms, jaundice or agranulocytosis
- 5** does not impair mental efficiency or normal behavior

Miltown[®]

meprobamate (Wallace)

Usual dosage: One or two 400 mg. tablets t.i.d.

Supplied: 400 mg. scored tablets, 200 mg. sugar-coated tablets;
or as MEPROTABS[®]—400 mg. unmarked, coated tablets.

Why diet is preferable to drugs

...in the control of serum

The objective of therapy is the approximation of the physiological norm.

This is most satisfactory when it can be accomplished by dietary manipulation. The control of elevated serum cholesterol through changes in the dietary pattern of the patient puts nature's own processes to work most effectively to achieve the objectives of treatment.

The dietary approach does more than correct the serum cholesterol problem. Because overweight, together with improper eating patterns, is so often involved, the prescription of corrective diet helps the patient to help himself by establishing sound nutritional practices.

For the prophylaxis and prevention of hypercholesteremia, the dietary approach affords the advantages of simplicity and economy. Diet therapy is for the long-term management of a chronic condition, while drug therapy is most efficient for acute situations.

The development of atherosclerosis is a slow process. It is believed that the onset of this condition is in early adulthood, but its clinical symptoms take as many as 20 years to manifest themselves. Proper changes in diet serve to keep the blood cholesterol concentration at an acceptable level.

Dietary therapy has other significant advantages over medication as follows:

1. Dietary adjustment involves little or no expense to the patient, whereas drugs are costly.
2. Dietary therapy may be made with complete safety—even for pregnant females.
3. Dietary therapy produces no side effects, whereas there is not as yet sufficient clinical evidence as to the long-term effects of drugs.
4. Dietary therapy brings about reduction in serum cholesterol through normal body processes, as yet not fully understood. On the other hand, some drugs can leave in the body accumulations of cholesterol precursors.
5. Dietary procedures do not usually generate new compounds in the blood which interfere with the chemical determination of blood serum cholesterol.
6. Dietary therapy offers a solution to the related problems of obesity which drugs do not.

Elevated serum cholesterol has long been linked to an imbalance in the ratio of the type of fat in the diet. Reductions in cholesterol levels have been achieved repeatedly, both in medical research and practice, through control of total calories and through replacement of an appreciable percentage of saturated fat by poly-unsaturated vegetable oil. An important measure in achieving replacement is the consistent use of poly-unsaturated pure vegetable oil in food preparation in place of saturated fat.

* * *

Poly-unsaturated Wesson is unsurpassed by any readily available brand, where a vegetable (salad) oil is medically recommended for a cholesterol depressant regimen.

More acceptable to patients. Wesson is preferred for its supreme delicacy of flavor, increasing the palatability of food without adding flavor of its own.

Uniformity you can depend on. Wesson has a poly-unsaturated content better than 50%. Only the lightest cottonseed oils of high iodine number are selected for Wesson, and no significant variations are permitted in the 22 exacting specifications required before bottling.

Economy. Wesson is consistently priced lower than the next largest seller.

Wesson's Important Constituents

Wesson is 100% cottonseed oil . . . winterized and of selected quality

Linoleic acid glycerides (poly-unsaturated)	50-55%
Oleic acid glycerides (mono-unsaturated)	16-20%
Total unsaturated	70-75%
Palmitic, stearic and myristic glycerides (saturated)	25-30%
Phytosterol (Predominantly beta sitosterol)	0.3-0.5%
Total tocopherols	0.09-0.12%

Never hydrogenated—completely salt free

cholesterol





The squeeze of modern diuretics
eliminates excess fluids — but loss
of potassium is unavoidable

It must be replaced.

USE

KAON

elixir

(Potassium Gluconate, W-T)

READILY
ABSORBED

REMARKABLY
WELL TOLERATED

EXTREMELY
PALATABLE

AVOIDS
UNCERTAINTIES OF
ENTERIC-COATED
TABLETS AND
DANGERS OF
INTRAVENOUS
POTASSIUM

A tablespoonful of KAON Elixir twice daily (30 cc.) supplies the approximate normal daily potassium requirement (40.0 mEq.) — is approximately equal to the elemental potassium in one fourth gallon of orange juice. One teaspoonful (5 cc.) approximately equals the potassium in 0.5 Gm. of potassium chloride.

**WITH ADRENAL CORTICOID THERAPY,
KAON IS USEFUL IN PREVENTING
POTASSIUM DEPLETION.**

References: W. J. Kolff, "Acute Renal Failure: Causes and Treatment," *The Medical Clinics of North America*, 30:1052 (July 1955).
Peter Forsham, "Symposium on Adrenal Corticoid Therapy," *Metabolism*, 7:19 (Jan. 1958).



THE WARREN-TEED PRODUCTS COMPANY
COLUMBUS 8, OHIO

Dallas

Chattanooga

Los Angeles

Portland



the complaint: "nervous indigestion"

the diagnosis: any of several nonspecific and functional gastrointestinal disorders requiring relief of symptoms by sedative-antispasmodic action with concomitant digestive enzyme therapy.

the prescription: a new formulation incorporated in an enteric-coated tablet, providing the multiple actions of widely accepted Donnatal® and Entozyme.®

the dosage: two tablets three times a day, or as indicated.

in the gastric-soluble outer layer:

Hyoscyamine sulfate.....	0.0518 mg.
Atropine sulfate.....	0.0097 mg.
Hyoscine hydrobromide.....	0.0033 mg.
Phenobarbital (1/8 gr.).....	8.1 mg.
Pepsin, N. F.....	150 mg.

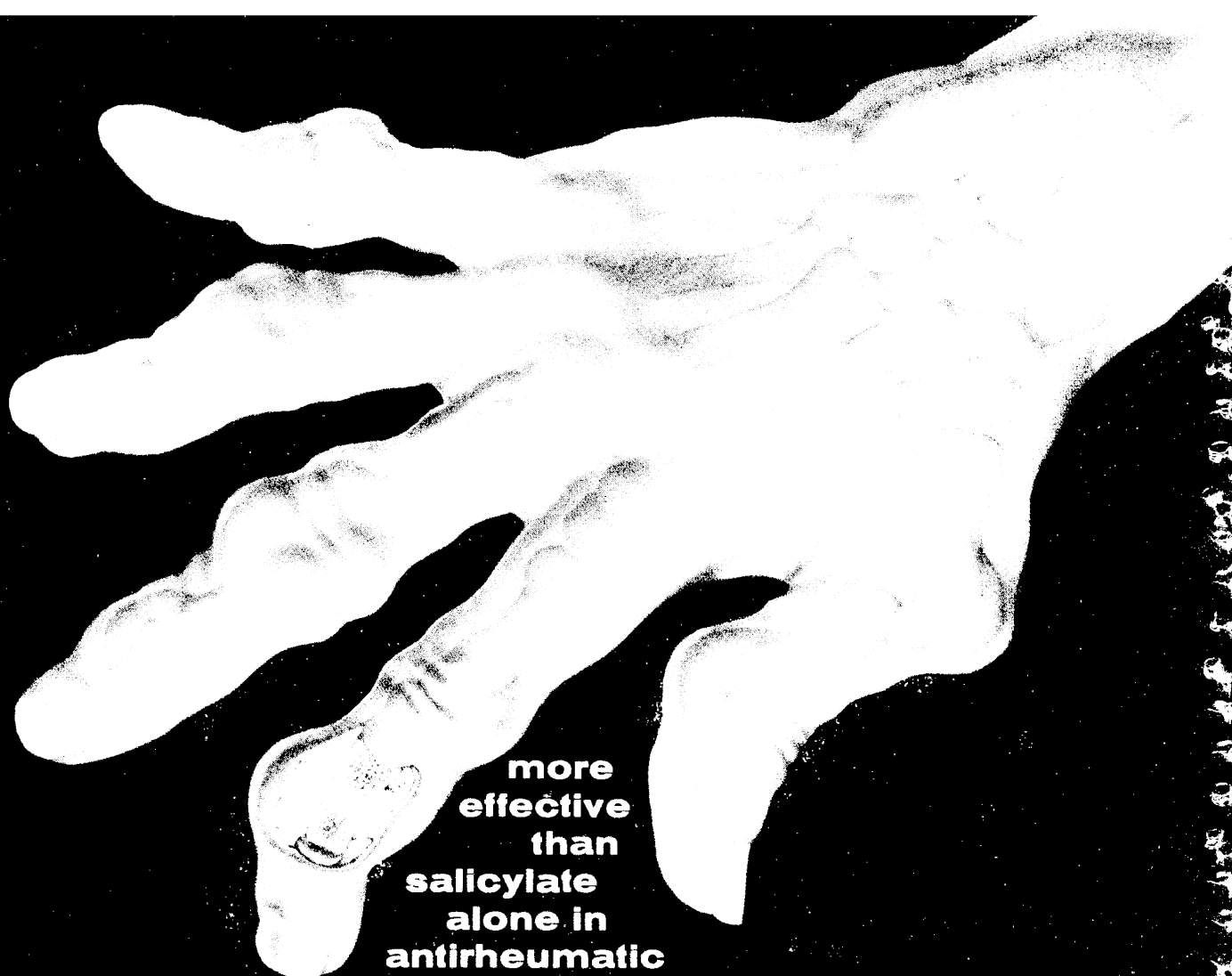
in the enteric-coated core:

Pancreatin, N. F.....	300 mg.
Bile salts.....	150 mg.

antispasmodic • sedative • digestant

DONNAZYME[®]

A. H. ROBINS COMPANY, INCORPORATED • RICHMOND 20, VIRGINIA



more
effective
than
salicylate
alone in
antirheumatic
therapy

PABALATE®

COMBINING MUTUALLY SYNERGISTIC NON-STEROID ANTIRHEUMATICS

"superior to aspirin" — "... evidence seems to indicate that the concurrent administration of para-aminobenzoic and salicylic acid [as in Pabalate] produces a more uniformly sustained level for prolonged analgesia and, therefore, is superior to aspirin in the treatment of chronic rheumatic disorders."¹

In each yellow enteric-coated PABALATE tablet:

Sodium salicylate (5 gr.).....	0.3 Gm.
Sodium para-aminobenzoate (5 gr.).....	0.3 Gm.
Ascorbic acid	50.0 mg.

For the patient who should avoid sodium

PABALATE®-SODIUM FREE

Same formula as Pabalate, with sodium salts replaced by potassium salts (pink)

For the patient who requires steroids

PABALATE®-HC

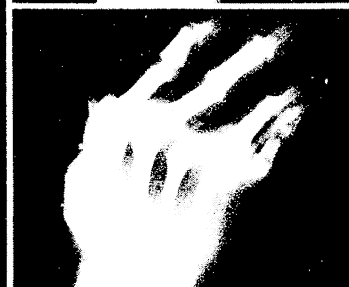
Pabalate with Hydrocortisone

In each light blue enteric-coated PABALATE-HC tablet:

Hydrocortisone	2.5 mg.
Potassium salicylate (5 gr.).....	0.3 Gm.
Potassium para-aminobenzoate (5 gr.).....	0.3 Gm.
Ascorbic acid	50.0 mg.

1. Ford, R. A., and Blanchard, K.: Journal-Lancet 78:185, 1958.

A. H. ROBINS CO., INC., Richmond 20, Virginia





One pharmaceutical research executive points up the importance of failures as guideposts to success in the search for new or improved drugs when he says:

“Failure is our most important product.”

The pharmaceutical industry's investment in research has been growing much faster than the industry itself. Last year the prescription drug companies spent a record \$197 million for research, a five-fold increase in the space of ten years. Such an investment is possible, of course, only when there are profits. • This growth in privately financed research has sent the volume of laboratory failures soaring. For two years in a row the pharmaceutical industry has tested more than 100,000 substances in the search for new medicines. Fewer than two per cent showed enough promise for clinical testing. Only a handful will ever be sold as prescription drugs. The odds against finding a product with therapeutic value probably exceeded 2000-to-1. • But year by year, as the failures mount, the successes also increase, putting new or improved medications at the disposal of the medical profession. And the public benefits through better health, specific cures, shorter hospitalization, longer lives. • This is only one part of the massive assault on disease that engages the health team headed by the medical profession and embracing hospitals, nurses, pharmacists, technicians, and colleges. It is an effort that could only take place in a society which encourages individual freedom and guarantees incentives to freedom of enterprise.

This message is brought to you in behalf of the producers of prescription drugs. For additional information, please write Pharmaceutical Manufacturers Association, 1411 K Street, N.W., Washington 5, D. C.

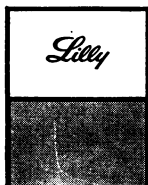


when
anxiety intensifies
arthritic pain



... DARVO-TRAN™ relieves pain more effectively than
the analgesic components alone

Effective analgesia *plus* safe relief of mild anxiety helps combat the pain-anxiety spiral. In Darvo-Tran, the tranquilizing properties of Ultrán® are added to the established analgesic effects of Darvon® and the anti-inflammatory benefits of A.S.A.®. Clinical and pharmacologic studies have shown that when pain is accompanied by anxiety, the addition of Ultrán *enhances* and *prolongs* the analgesic effects of Darvon.



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Darvon 32 mg.—TO RAISE PAIN THRESHOLD
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Contact: Phil R. Manning, M.D., associate dean and director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

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SURGICAL ANATOMY (Dissection, Lectures and Demonstrations):

Thorax, Abdomen, Pelvis. Monday and Wednesday, January 4 through April 12. 121 hours. Fee: \$125.00.

Head and Neck. Monday and Wednesday, April 19 through May 31. Sixty-three hours. Fee: \$75.00.

SURGICAL ANATOMY (Lectures and Demonstrations only):

Thorax, Abdomen, Pelvis. Wednesdays, January 4 through April 12. Twenty-eight hours. Fee: \$50.00.

Head and Neck. Wednesdays, April 12 through May 31. Twenty-four hours. Fee: \$35.00.

Alumni Postgraduate Convention Refresher Courses, March 12 and 13, on the campus of the College of Medical Evangelists at White Memorial Hospital.

Joint Manipulation. Monday through Friday, March 20 through 24. Twenty hours. Fee: \$100.00.

Tropical Public Health. Monday through Friday, April 3 through 28. Fee: \$65.00.

Clinical Traineeships available in clinical departments by arrangement with Postgraduate Division and Postgraduate Chairman of department involved. In addition to those listed other traineeships in other departments can be arranged. Eighty hours minimum. Limited enrollment. Begin when individually arranged.

1. **Anesthesia.** Six months. 250 to 300 hours. Fee: \$350.00.

2. **Internal Medicine.** Two weeks to nine months.

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4. **Traumatology.** One month. 160 hours. Fee: \$125.00.

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*Fee to be announced.

For information contact: G. E. Norwood, M.D., assistant dean and chairman, Division of Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-7241, Ext. 214.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE INSTITUTES—1961

Southern Counties, February 2 and 3, El Mirador Hotel, Palm Springs, in cooperation with University of Southern California School of Medicine. *Chairman:* Raymond Tatro, M.D., 1875 North "D" Street, San Bernardino.

West Coast Counties, March 2 and 3, Del Monte Lodge, Pebble Beach, in cooperation with College of Medical Evangelists. *Chairman:* A. F. Kandlbinder, M.D., 835 Cass Street, Monterey.

North Coast Counties, March 23 and 24, Flamingo Hotel, Santa Rosa, in cooperation with University of California, San Francisco. *Chairman:* Milton A. Antipa, M.D., 50 Montgomery Drive, Santa Rosa.

San Joaquin Valley, April 13 and 14, Ahwahnee Hotel, Yosemite, in cooperation with UCLA School of Medicine. *Chairman:* J. Malcolm Masten, M.D., 1051 R Street, Fresno.

Sacramento Valley Counties, June 29 and 30, in cooperation with Stanford University School of Medicine. Location to be announced. *Chairman:* Joel T. Janvier, M.D., 3632 Marysville Road, Del Paso Heights.

AUDIO-DIGEST FOUNDATION

A nonprofit subsidiary of the C.M.A., offers (on a subscription basis) a series of six different hour-long tape recordings covering general practice, surgery, internal medicine, obstetrics and gynecology, pediatrics and anesthesiology. Designed to keep physicians posted on what is new and important in their respective fields, these programs survey current national and international literature of interest and contain selected highlights of on-the-spot recordings of national scientific meetings, panel discussions, symposia, and individual lectures. Audio-Digest Internal Medicine will shortly be available on long-play discs, requiring only a 33 1/3 rpm phonograph to utilize the service. For information contact Mr. Claron L. Oakley, Editor, 1919 Wilshire Blvd., Los Angeles 57, HUBbard 3-3451.

Medical Dates Bulletin

OCTOBER MEETINGS

CALIFORNIA ACADEMY OF GENERAL PRACTICE 12th Annual Scientific Assembly. October 16 through 19. Masonic Memorial Temple, San Francisco. *Contact:* William W. Rogers, executive secretary, 461 Market St., San Francisco 5.

WESTERN ORTHOPEDIC ASSOCIATION Annual Convention. October 22 through 27. Hotel Del Coronado, Coronado. *Contact:* Mrs. Vi Mathieson, executive secretary, 354 21st St., Oakland 12.

ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICERS. Jack Tar Hotel, San Francisco. October 26 through 28. *Contact:* A. C. Offutt, M.D., secretary-treasurer, 1330 W. Michigan Street, Indianapolis 7.

ST. JUDE HOSPITAL—FULLERTON 2nd Annual Postgraduate Assembly. October 27 and 28. St. Jude Hospital. *Contact:* B. L. Tesman, M.D., chairman, St. Jude Hospital, Fullerton.

CALIFORNIA SCHOOL HEALTH ASSOCIATION Annual Meeting. October 29 and 30. Hotel Whitcomb, San Francisco. *Contact:* Mr. William H. Wyckoff, secretary, 451 West Joaquin Ave., San Leandro, Calif.

AMERICAN SCHOOL HEALTH ASSOCIATION, San Francisco. October 29 through November 4. *Contact:* A. O. DeWeese, M.D., executive secretary, 515 E. Main St., Kent, Ohio.

AMERICAN PUBLIC HEALTH ASSOCIATION, San Francisco. October 31 through November 4. *Contact:* Berwyn F. Mattison, M.D., executive director, 1790 Broadway, New York 19.

NOVEMBER MEETINGS

SAN DIEGO COUNTY GENERAL HOSPITAL 14th Annual Postgraduate Assembly. Wednesday and Thursday, November 2 and 3. San Diego County General Hospital, North End of Front Street, San Diego. *Contact:* Frank H. Carter, M.D., chairman, 2001 Fourth Avenue, San Diego 1.

AMERICAN SOCIETY OF TROPICAL MEDICINE AND HYGIENE. Biltmore Hotel, Los Angeles. November 2 through 5. *Contact:* Rolla B. Hill, M.D., executive secretary, 3575 St. Gaudens Rd., Miami 33, Florida.

LOS ANGELES PEDIATRIC SOCIETY Annual Brennemann Lectures. November 9, 4 to 10 p.m., and November 10, 9 a.m. to 7 p.m. Ambassador Hotel, Los Angeles. *Contact:* Neil N. Litman, M.D., vice-president, 5830 Overhill Drive, Los Angeles 43.

SAN DIEGO CHAPTER OF THE CALIFORNIA ACADEMY OF GENERAL PRACTICE Scientific Symposium. November 10, 11 and 12. Hotel Riviera, Las Vegas, Nevada. *Contact:* George H. Burkhardt, M.D., chairman, program committee, 514 3rd Ave., Chula Vista.

PACIFIC COAST FERTILITY SOCIETY. November 10 through 13, Hotel Tropicana, Las Vegas, Nev. *Contact:* Anah C. Wineberg, M.D., secretary-treasurer, 3120 Webster Street, Oakland.

CALIFORNIA SANATORIUM ASSOCIATION Annual Business, Clinical and Administrative Session. November 12. Olive View Hospital, Olive View, Calif. *Contact:* J. P. Myles Black, M.D., Olive View Hospital, Olive View, Calif.

CALIFORNIA CONFERENCE OF LOCAL HEALTH OFFICERS Fall Meeting, November 14 and 15, Oakland, Calif. *Contact:* Donald S. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkeley 4.

AMERICAN COLLEGE OF PHYSICIANS Southern California Regional Annual Basic Science Lectureship. November 18, California Club, Los Angeles. Dinner and cocktails, 6:30 p.m. Speaker: Melvin Calvin, Ph.D., professor of chemistry, University of California, Berkeley. Subject: "Origins of Life." Members and invited guests. *Contact:* George C. Griffith, M.D., governor ACP, P.O. Box 25, 1200 N. State Street, Los Angeles 33. CApol 5-3131, Ext. 7-1543.

SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY Panel Discussion "Enzymology and G.I. Diagnosis." November 22. Los Angeles County Medical Association. *Contact:* William E. Molle, M.D., secretary-treasurer, 6221 Wilshire Blvd., Los Angeles 48.

1961 MEETINGS

LONG BEACH HEART, CANCER AND TB Third Annual Medical Symposium on Diseases of the Heart, Lungs and Chest. January 18, 12:30 p.m., Long Beach Petroleum Club. *Contact:* Leslie R. Raymond, executive director, 2034 Pacific Avenue, Long Beach.

THIRTIETH ANNUAL MID-WINTER CONVENTION IN OPHTHALMOLOGY AND OTOLARYNGOLOGY. January 23 to 27. Statler-Hilton Hotel, Los Angeles. *Contact:* Norman Jesberg, M.D., treasurer, 500 South Lucas, Los Angeles 17.

FRESNO COUNTY HEART ASSOCIATION Ninth Annual Central California Cardiovascular Symposium. January 27. 8:30 a.m. to 5:30 p.m. Fresno Elks Club, 5080 E. Kings Canyon Road, Fresno. *Contact:* Jack J. Jacobson, M.D., chairman, Professional Services Committee, 1584 N. Van Ness Ave., Fresno.

AMERICAN COLLEGE OF PHYSICIANS Southern California Region, Annual Meeting, in cooperation with Northern California and Nevada, Arizona and New Mexico. Biltmore Hotel, Santa Barbara, February 3, 4, 5, 1961. Abstracts (300 words) of papers for consideration of presentation at the meeting should be sent in triplicate before November 1 to Sherman Mellinkoff, M.D., chairman, scientific program committee, U.C.L.A. Medical Center, Los Angeles 24.

INSTITUTE FOR METABOLIC RESEARCH "Lipid Metabolism in Diabetes and Related Conditions" two-day round table symposium. February 7 and 8. Highland-Alameda County Hospital, Oakland. *Contact:* L. W. Kinsell, M.D., director, Institute for Metabolic Research, 2701 14th Ave., Oakland.

OBSTETRICAL AND GYNECOLOGICAL ASSEMBLY OF SOUTHERN CALIFORNIA, 16th Annual Mid-Winter Clinical Assembly. Ambassador Hotel, Los Angeles, February 13 through 17. *Contact:* Dee Davis, executive secretary, 5478 Wilshire Blvd., Los Angeles 36, WEbster 4-1551.

CALIFORNIA TUBERCULOSIS AND HEALTH ASSOCIATION, California Trudeau Society Annual Joint Meeting. February 19 through 22, Jack Tar Hotel, San Francisco. *Contact:* Executive director, C.T.H.A., 130 Hayes Street, San Francisco.

SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY. "Problems and Pitfalls in Differential Diagnosis of Jaundice"—Leon Schiff, M.D., February 27, Los Angeles County Medical Association. *Contact:* William E. Molle, M.D., secretary-treasurer, 6221 Wilshire Blvd., Los Angeles 48.

SOUTHWESTERN PEDIATRIC SOCIETY Postgraduate Lecture Series. March 7 and 8, Statler Hotel, Los Angeles. *Contact:* Harry O. Ryan, M.D., secretary, 194 N. El Molino, Pasadena.

COLLEGE OF MEDICAL EVANGELISTS Annual Alumni Postgraduate Convention. Scientific Assembly, Ambassador Hotel, March 14, 15 and 16. *Contact:* F. Harriman Jones, M.D., general chairman, College of Medical Evangelists, 316 North Bailey Street, Los Angeles 33.

INDUSTRIAL MEDICAL ASSOCIATION. Biltmore Hotel, Los Angeles, April 11 through 13. *Contact:* Leonard Arling, M.D., secretary, The Northwest Industrial Clinic, 3101 University Avenue, S.E., Minneapolis 14.

CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, Ambassador Hotel, Los Angeles. April 30 through May 3. *Contact:* John Hunton, executive secretary, 693 Sutter Street, San Francisco 2; or Ed Clancy, director of public relations, 2975 Wilshire Blvd., Los Angeles 5.

MEDICAL STAFF OF CHILDREN'S HOSPITAL OF THE EAST Bay Ninth Annual Clifford Sweet Seminar. May 18, 19 and 20. Hotel Claremont, Berkeley, and Children's Hospital of the East Bay. *Contact:* Seymour J. Harris, M.D., chairman, Lectureship Committee, 401 29th Street, Oakland 9.

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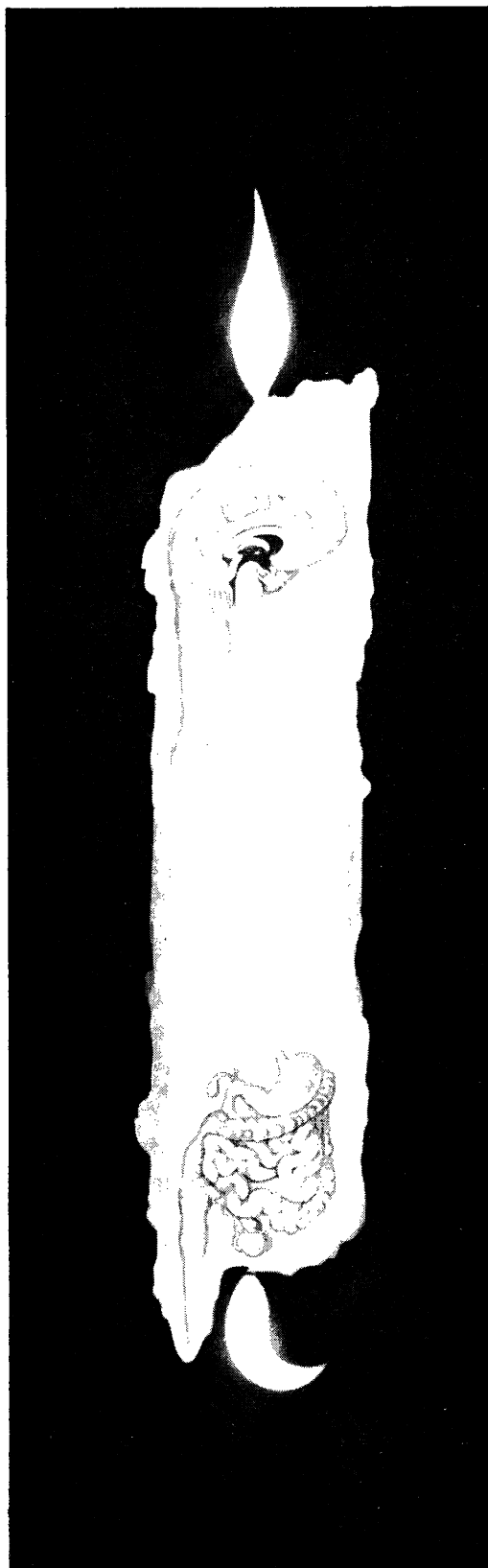
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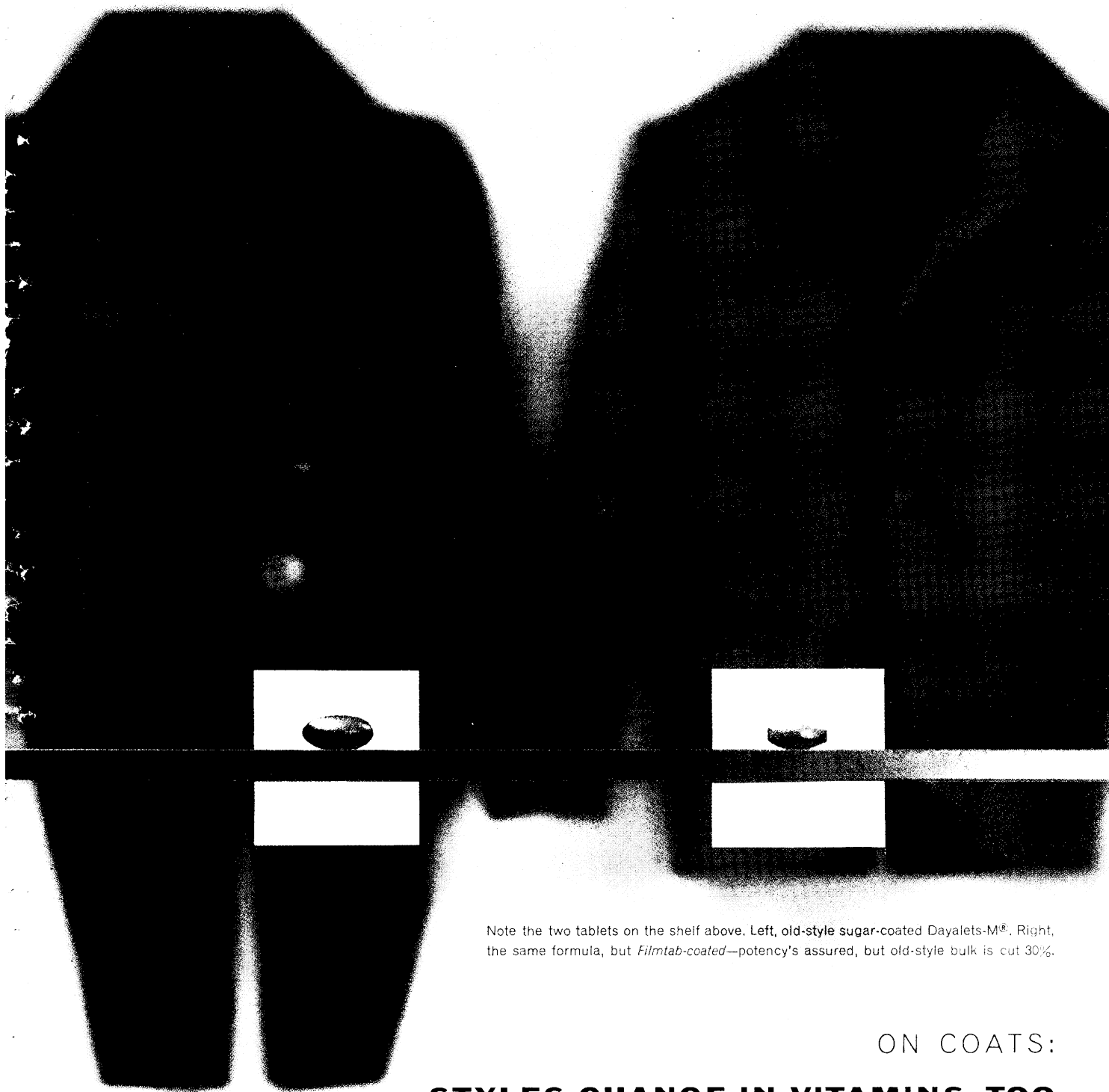
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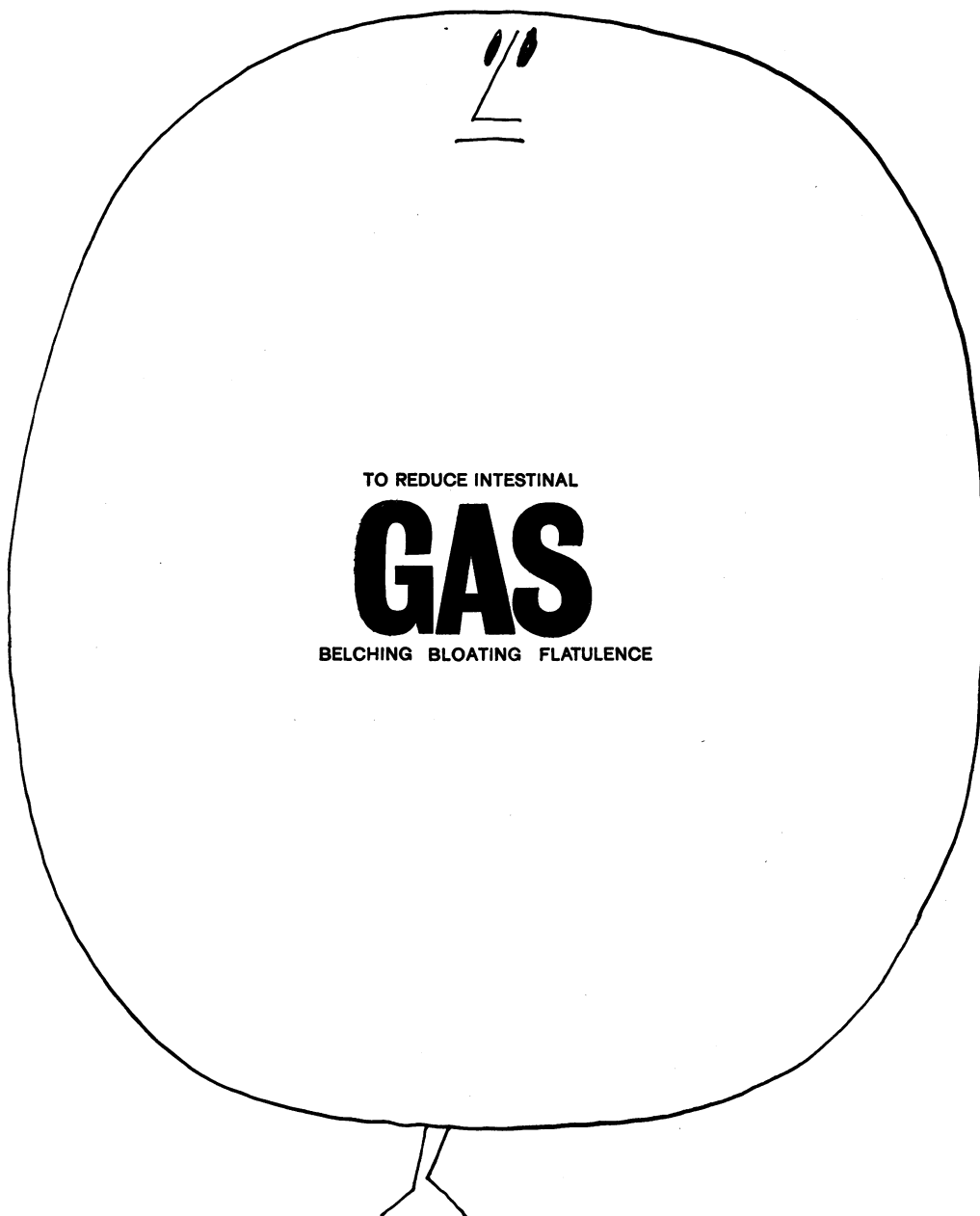
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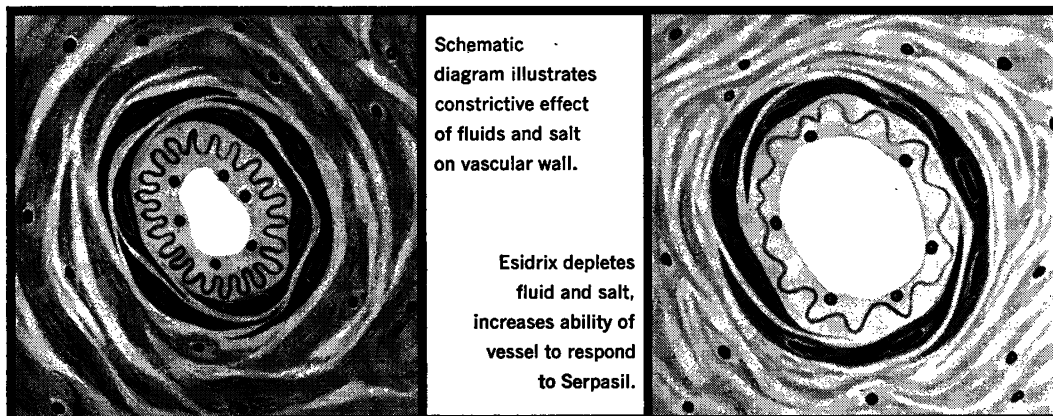
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(Continued on Page 86)

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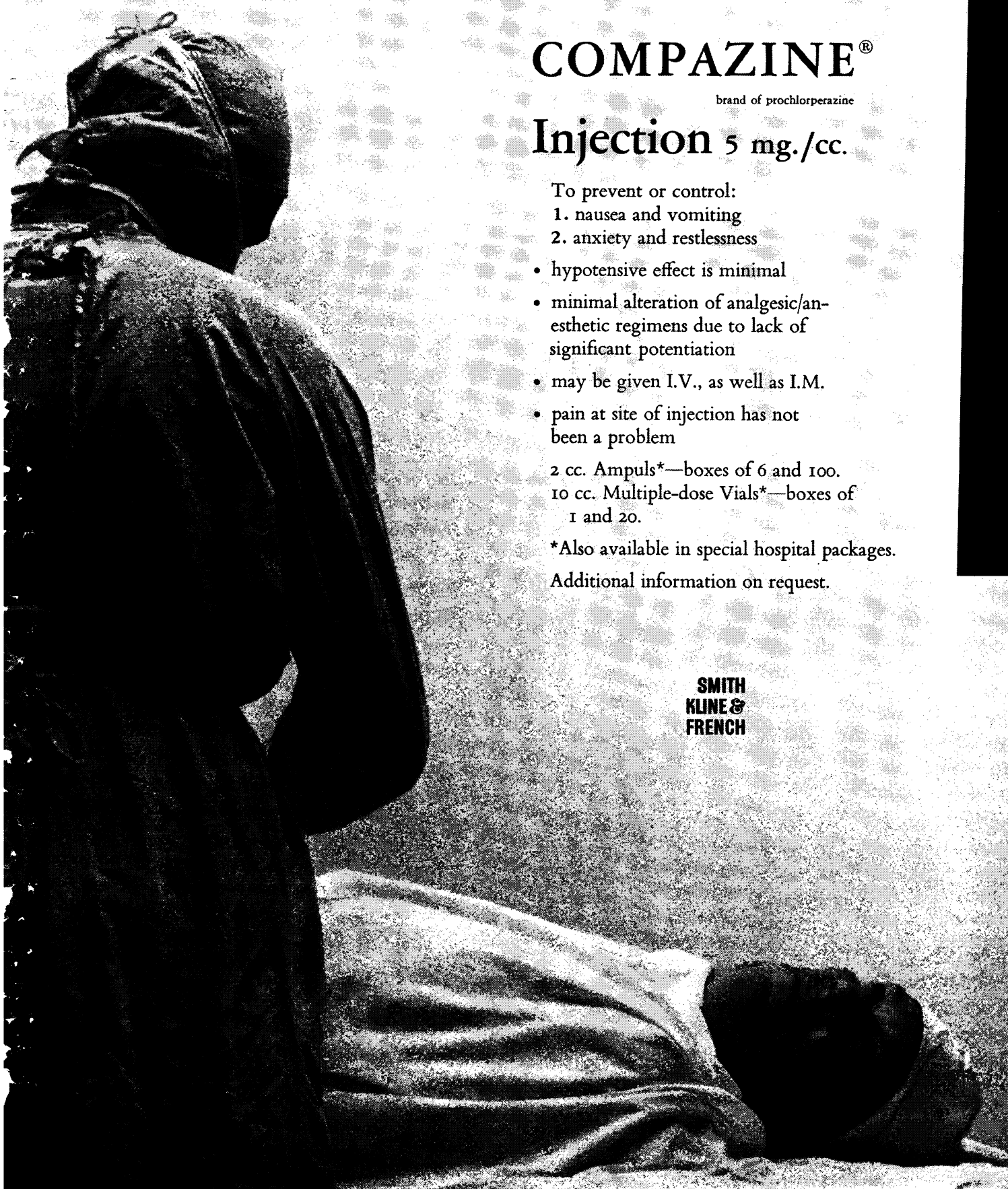
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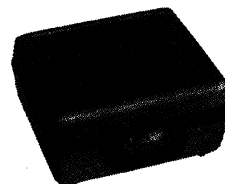
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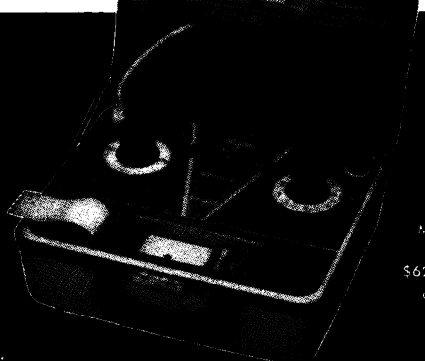
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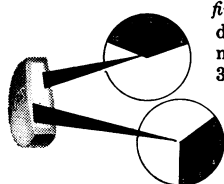
"I wouldn't be hooting all night if I were able to get my beak on some **TRIAMINIC®** to clear up my stuffed sinuses."

...and for humans
with **STUFFED-UP**
SINUSES...

Your patient with sinus congestion doesn't give a hoot about anything but prompt relief. And TRIAMINIC has a pharmacologically balanced formula designed to give him just that. As soon as he swallows the tablet, the medication is transported *systemically* to *all* nasal and paranasal membranes — reaching inaccessible sinus cavities where drops and sprays can never penetrate. TRIAMINIC thereby brings more complete, more effective relief without hazards of topical therapy, such as ciliary inhibition, rebound congestion, and "nose drop addiction."

Indications: nasal and paranasal congestion, sinusitis, postnasal drip, upper respiratory allergy.

*Relief is prompt and prolonged
because of this special timed-release action:*



first — the outer layer
dissolves within
minutes to produce
3 to 4 hours of relief

then — the core
disintegrates to
give 3 to 4 more
hours of relief

Each Triaminic timed-release Tablet provides:

Phenylpropanolamine HCl	50 mg.
Pheniramine maleate	25 mg.
Pyrilamine maleate	25 mg.

Dosage: 1 tablet in the morning, midafternoon and at bedtime. In postnasal drip, 1 tablet at bedtime is usually sufficient.

Each timed-release Triaminic Juvelet® provides:

½ the formulation of the Triaminic Tablet.

Dosage: 1 Juvelet in the morning, midafternoon and at bedtime.

Each tsp. (5 ml.) of Triaminic Syrup provides:

¼ the formulation of the Triaminic Tablet.

Dosage (to be administered every 3 or 4 hours):

Adults — 1 or 2 tsp.; Children 6 to 12 — 1 tsp.;

Children 1 to 6 — ½ tsp.; Children under 1 — ¼ tsp.

TRIAMINIC® *(timed-release tablets, juvelets, and syrup)*



running noses   and open stuffed noses orally

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska

There's hardly a case of "nervous gut" that won't respond to BENTYL

(dicyclomine) hydrochloride



85%
effective¹⁻⁷
(from infancy to old age)

The effectiveness of antispasmodic BENTYL has been confirmed by a decade of consistently good results.¹⁻²⁵ Prolonged relief from G.I. spasm and pain is usually attained in 30 minutes or less.

REFERENCES: 1. Lorber, S. H., and Shay, H.: *Gastroenterology* 28:274, 1955. 2. Hock, C. W.: *J. M. A. Georgia* 40:22, 1951. 3. Chamberlin, D. T.: *Gastroenterology* 17:224, 1955. 4. Steves, M. F.: *Ohio State M. J.* 48:615, 1952. 5. Derome, L.: *Canad. M. A. J.* 69:532, 1953. 6. Pakula, S. F.: *Postgrad. Med.* 11:123, 1952. 7. Guerrero, R. M., Cancio, R., and Songeo, R.: *Phil. J. Pediat.* 2:30, 1953. 8. Hock, C. W.: *J. M. A. Georgia* 43:124, 1954. 9. Hufford, A. R.: *Am. J. Digest. Dis.* 19:257, 1952. 10. Brown, D. W., and Guilbert, G. D.: *Am. J. Ophth.* 36:1735, 1953. 11. Cholist, M., Goodstein, S., Berens, C., and Cinotti, A.: *J.A.M.A.* 166:1276, 1958. 12. Brown, B. B., Thompson, C. R., Klahm, G. R., and Werner, H. W.: *J. Am. Pharm. A. (Sc. Edit.)* 39:305, 1950. 13. Hufford, A. R.: *J. Michigan M. Soc.* 49:1308, 1950. 14. McHardy, G. G., Browne, D. C., Marek, F. H., McHardy, R., and Ward, S.: *J.A.M.A.* 147:1620, 1951. 15. Esses, E., Magee, D. F., and Ivy, A. C.: *Gastroenterology* 21:574, 1952. 16. Northrup, D. W., Stickney, J. C., and Van Liere, E. J.: *Am. J. Physiol.* 171:513, 1952.

There's hardly ever a case who can't tolerate BENTYL

(dicyclomine) hydrochloride

97%
well tolerated¹⁻⁸
(even in glaucoma patients)

The use of BENTYL in glaucoma patients is an unusual index of its safety.⁹⁻¹¹ Because of highly selective action on the G.I. tract, blurred vision, dry mouth or urinary retention rarely occur.

Usual dosage: 20 mg. t.i.d. You may prescribe BENTYL in any of 7 convenient dosage forms. There is a BENTYL dosage form to suit every age group and therapeutic need. See Page 743, Physicians' Desk Reference, 1960.

17. Lorber, S. H., and Shay, H.: Fed. Proc. 12:90, 1953. 18. Johnston, R. I.: J. Indiana M. A. 46:869, 1953. 19. Marien, B., Webster, D. R., and Tidmarsh, C. J.: Gastroenterology 24:200, 1953. 20. Hardin, J. H., Levy, J. S., and Seager, L.: South. M. J. 47:1190, 1954. 21. Sleisenger, M. H., Eisenbud, M., and Almy, T. P.: Gastroenterology 27:829, 1954. 22. Weiss, S.: Am. J. Gastroenterology 23:69 (Editorial) 1955. 23. Illingworth, R. S.: Lancet 2:1119, 1959. 24. McHardy, G. G., and Browne, D. C.: South. M. J. 45:1139, 1952. 25. Miller, B. N.: J. South Carolina, M. A. 48:1, 1952.



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after milk and rest, why Donnalate?

Once you've prescribed milk and rest for a peptic ulcer patient, Donnalate may be the best means for fulfilling his therapeutic regimen. This is because Donnalate combines several recognized agents which effectively complement each other and help promote your basic plan for therapy. A single tablet also simplifies medicine-taking.

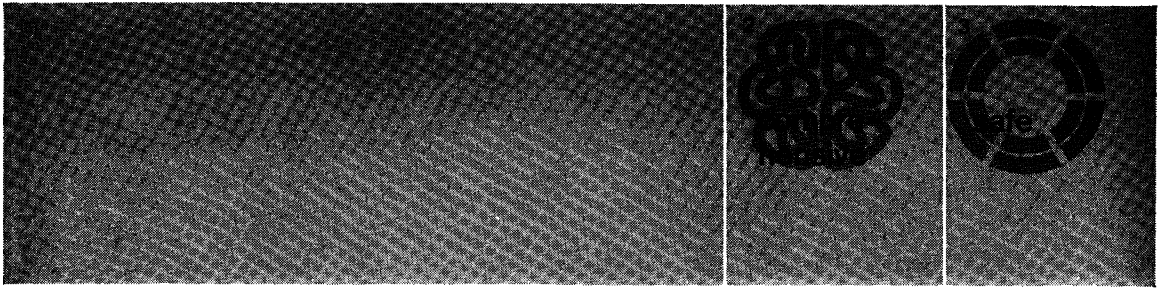
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Each Donnalate tablet equals one Robalate® tablet plus one-half Donnatal® tablet: Dihydroxyaluminum aminoacetate, N. F., 0.5 Gm.; Phenobarbital ($\frac{1}{8}$ gr.), 8.1 mg.; Hyoscyamine sulfate, 0.0519 mg.; Atropine sulfate, 0.0097 mg.; Hyoscine hydrobromide, 0.0033 mg.

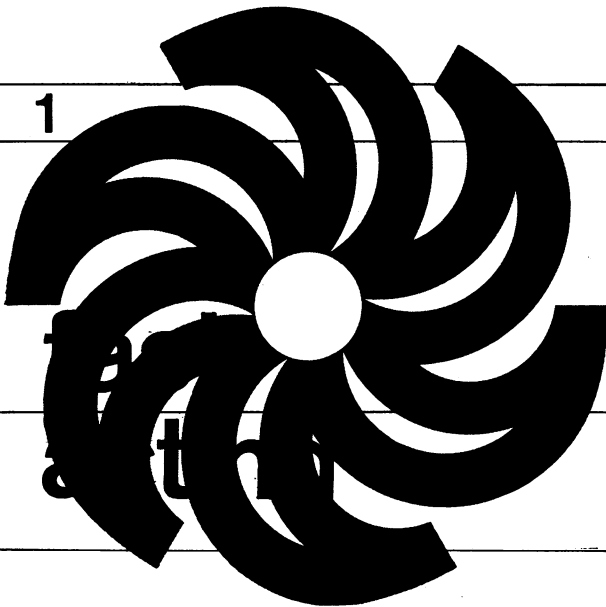
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Nembutal®

(Pentobarbital, Abbott)

*Nembutal rapidly produces cerebral depression of any desired degree, depending upon the dose.



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THE
ORALLY
MAXIMAL
PENICILLIN

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Maximal Absorption

Acid stable, highly soluble

Maximal Blood Levels

Maximal Flexibility

May be administered without regard to meals. However, highest absorption is achieved when taken just before or between meals.

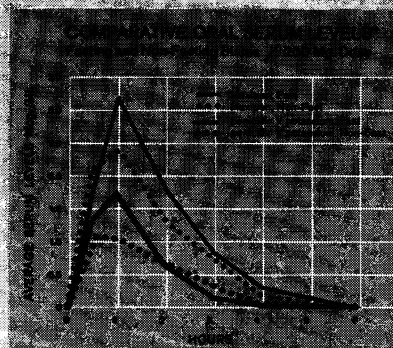
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Indicated in infections caused by streptococci, pneumococci, susceptible staphylococci, and gonococci

DOSAGE: For moderately severe conditions, 125 to 250 mg. three times daily. For more severe conditions, 500 mg. as often as every four hours around the clock.

NOTE: To date, MAXIPEN has not shown less allergic reactions than older oral penicillins. Usual precautions regarding penicillin administration should be observed.

SUPPLIED: MAXIPEN TABLETS, scored, 125 mg. (200,000 units), bottles of 36; 250 mg. (400,000 units), bottles of 24 and 100 tablets. MAXIPEN FOR ORAL SOLUTION; reconstituted each 5 cc. contains 125 mg. (200,000 units), in 60 cc. bottles.



*Based on 3294 individual serum antibiotic determinations. Complete details available on request.

MAXIPEN, the orally maximal penicillin, is a triumph of man over molecule; a product of Pfizer Research



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Science for the World's Well-Being

For demonstrably greater relief in asthma¹

BRONKOTABS[®]

CLEARs the bronchial tree of thick mucus and **DILATES** the bronchioles

Bronkotabs is more effective because it is more comprehensive in treatment. First, Bronkotabs dilates bronchioles, combats local edema and provides mild sedation.

In addition, Bronkotabs decongests, using a most effective expectorant (glyceryl guaiacolate)² to liquefy and help expel the thick, tenacious mucus which is the cause of much of the respiratory distress in chronic asthma.³ Since asthma is a chronic allergic disease of the bronchial tree,³ Bronkotabs also supplies a highly efficient antihistamine (thenyldiamine) for prophylactic maintenance.⁴ Marked and consistent relief of symptoms with minimum side effects can be expected with a dose of one tablet every three or four hours, not to exceed five times daily.

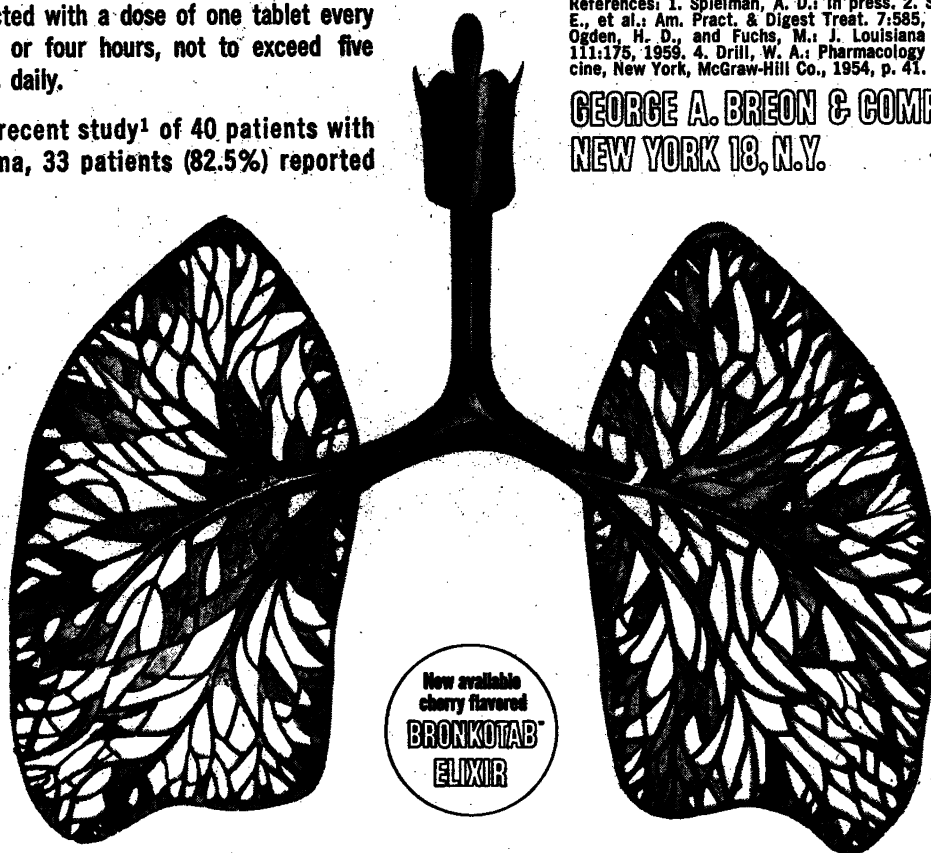
In a recent study¹ of 40 patients with asthma, 33 patients (82.5%) reported

Bronkotabs brought fair to good relief from asthmatic symptoms. Asthma relief was expressed by ease of expectoration of secretions, reduction of bronchospasm, and increased vital capacity. "The combination of drugs used in... [BRONKOTABS] ... gave greater relief in these patients than the conventionally used tablet [ephedrine, theophylline, phenobarbital]..."

BRONKOTABS DOES MORE FOR THE ASTHMATIC BECAUSE IT IS MORE COMPREHENSIVE IN ACTION. Each tablet contains: Theophylline 100 mg.; Ephedrine Sulfate 24 mg.; Phenobarbital 8 mg.; Thenyldiamine HCl 10 mg. and Glyceryl Guaiacolate 100 mg.
Supplied: bottles of 100 white scored tablets.

References: 1. Spielman, A. D.: In press. 2. Schwartz, E., et al.: Am. Pract. & Digest Treat. 7:585, 1956. 3. Ogden, H. D., and Fuchs, M.: J. Louisiana M. Soc. 111:175, 1959. 4. Drill, W. A.: Pharmacology in Medicine, New York, McGraw-Hill Co., 1954, p. 41.

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Trancopal[®]
brand of chlormezanone

effective oral skeletal
muscle relaxant
and tranquilizer

LETS THE PATIENT WALK
"HEADS UP"
in spite of torticollis.





Trancopal relieves pain and spasm associated with torticollis.

In a recent study by Ganz, Trancopal brought considerable improvement or very effective relief to 20 of 29 patients with torticollis.¹ "The patients helped by the drug," states Ganz, "were able to carry the head in the normal position without pain." Similarly, Kearney found that in 8 of 13 patients with chronic torticollis treated with Trancopal improvement was excellent to good. "... Trancopal is the most effective oral skeletal muscle relaxant and mild tranquilizer currently available."²

Lichtman, in a study of patients with various musculoskeletal conditions, noted that 64 of 70 patients with torticollis obtained excellent to good relief with Trancopal.³

In a comparative study of four central nervous system relaxants, Lichtman reports that 26 of 40 patients found Trancopal to be the most effective drug.³

1. Ganz, S. E.: *J. Indiana M. A.* 52:1184, July, 1959. 2. Kearney, R. D.: *Current Therap. Res.* 2:127, April, 1960. 3. Lichtman, A. L.: *Kentucky Acad. Gen. Pract. J.* 4:28, Oct., 1958.

Clinical results with *Trancopal*²

	Excellent	Good	Fair	Poor	Total
LOW BACK SYNDROMES					
Acute low back strain	25	19	8	6	58
Chronic low back strain	11	5	1	1	18
"Porters' syndrome"*	21	5	1	1	28
Pelvic fractures	2	1	—	—	3
NECK SYNDROMES					
Whiplash injuries	12	6	2	1	21
Torticollis, chronic	6	2	3	2	13
OTHER MUSCLE SPASM					
Spasm related to trauma	15	6	1	—	22
Rheumatoid arthritis	—	18	2	1	21
Bursitis	2	6	1	—	9
TENSION STATES	18	2	4	3	27
TOTALS	112 (51%)	70 (32%)	23 (10%)	15 (7%)	220 (100%)

*Over-reaching in lifting heavy bags resulting in sprain of upper, middle, and lower back muscles.

Dosage: Adults, 200 or 100 mg. orally three or four times daily.

Relief of symptoms occurs in from fifteen to thirty minutes and lasts from four to six hours.

How Supplied: Trancopal Caplets®

200 mg. (green colored, scored), bottles of 100.

100 mg. (peach colored, scored), bottles of 100.

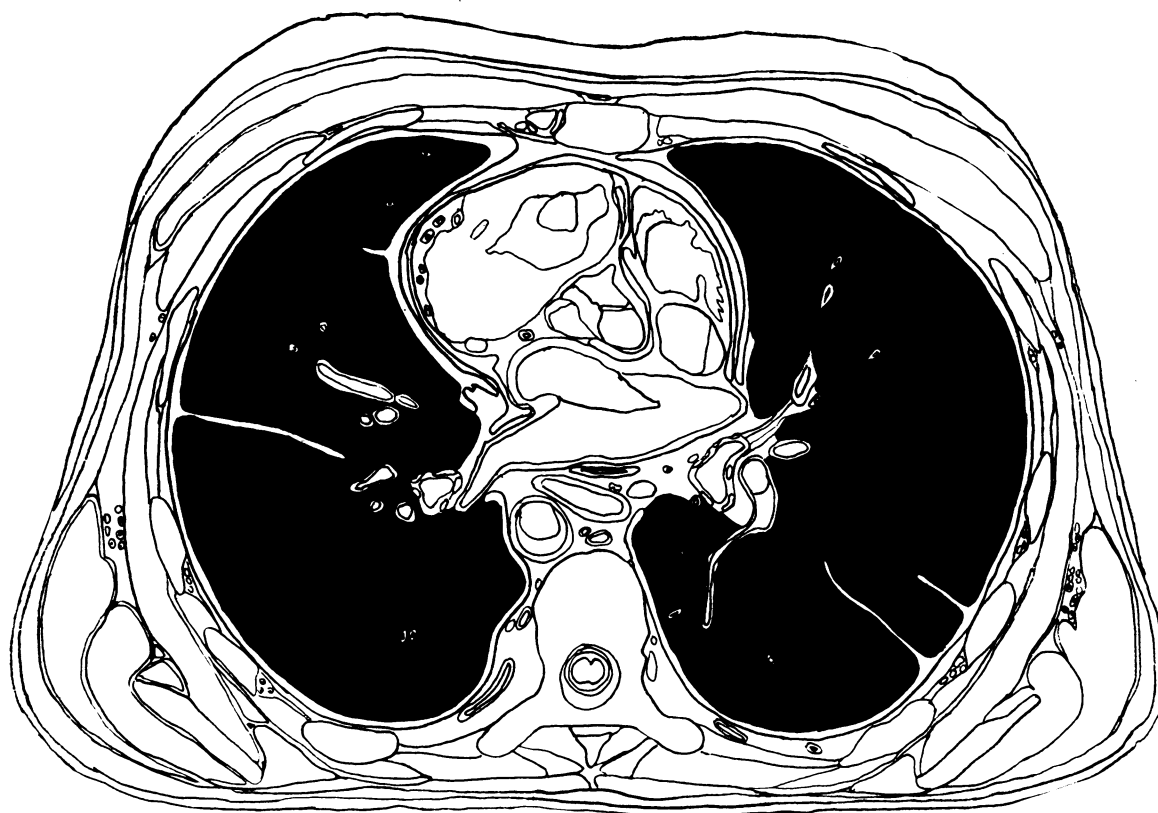
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The Original Tetracycline Phosphate Complex

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effective control of pathogens...with an unsurpassed record of safety and tolerance



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SUPPLY: TETREX Capsules—tetracycline phosphate complex—each equivalent to 250 mg. tetracycline HCl activity. Bottles of 16 and 100.

TETREX Syrup—tetracycline (ammonium polyphosphate buffered) syrup—equivalent to 125 mg. tetracycline HCl activity per 5 ml. teaspoonful. Bottles of 2 fl. oz. and 1 pint.

highly effective,

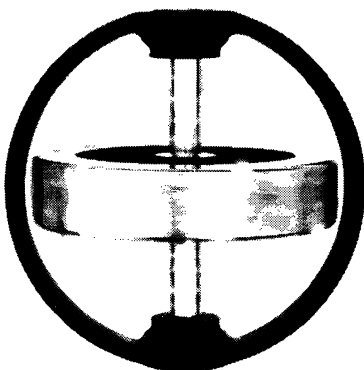
in allergic and inflammatory skin disorders (including psoriasis)

*unsurpassed for total
corticosteroid benefits*

Aris

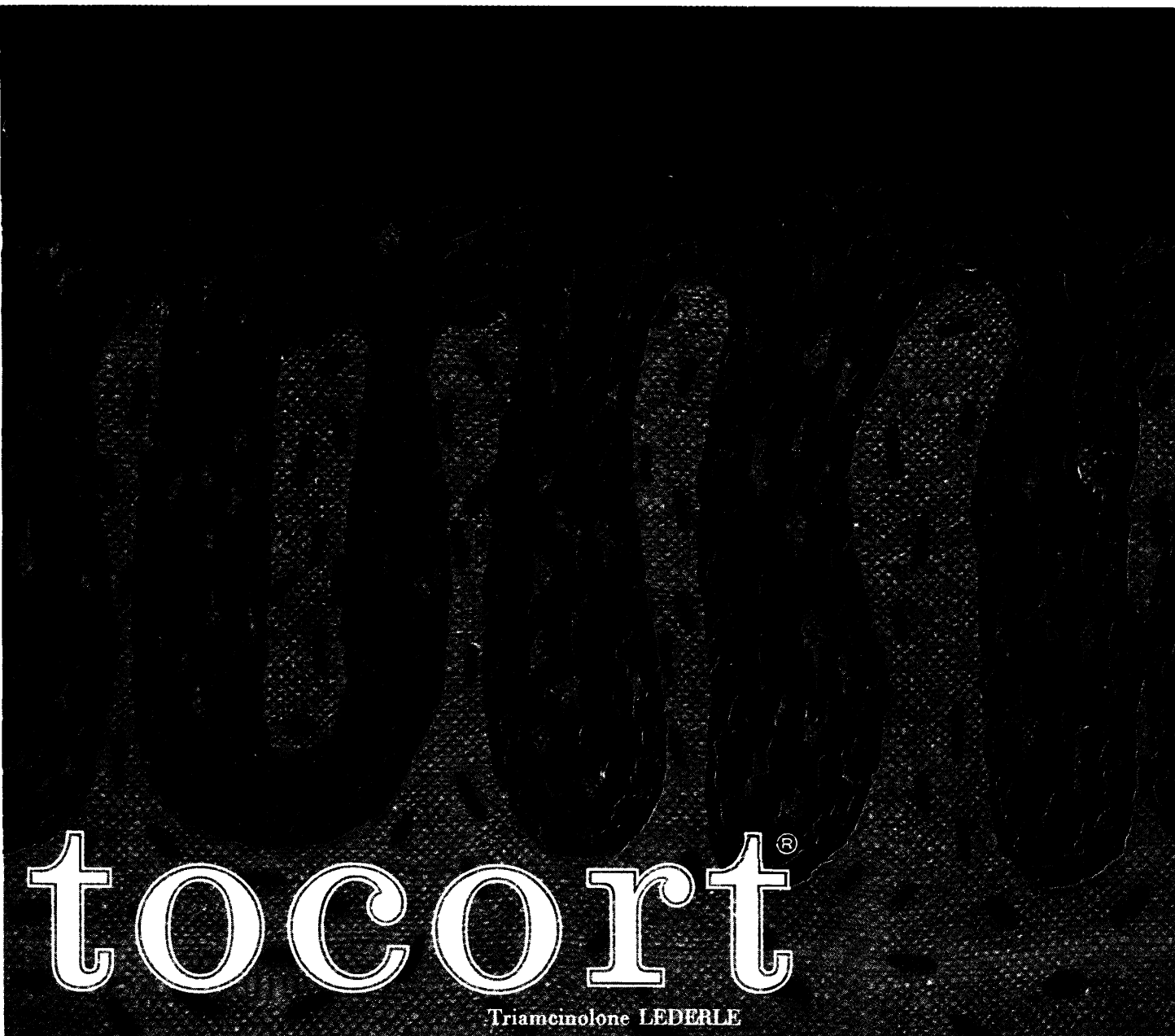
Substantiated by published reports of leading clinicians:

- effective control
of inflammatory and
allergic symptoms^{1,2,5,12,13,17,18}



- biochemical and psychic
balance disturbance
minimal^{1,4-15}

well-tolerated control



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Triamcinolone LEDERLE

A Promise Fulfilled

All corticosteroids provide symptomatic control in rheumatoid arthritis, bronchial asthma and inflammatory dermatoses. They *differ* in the frequency and severity of side effects. Introduced in 1958, ARISTOCORT Triamcinolone bore the promise of high efficacy and relative safety.

Physicians today recognize that the promise has been fulfilled... as evidenced by the high rate of refilled ARISTOCORT prescriptions.

List of References 1-18 supplied on request.

Precautions: With ARISTOCORT all precautions traditional to corticosteroid therapy should be observed. Dosage should always be carefully adjusted to the smallest amount which will suppress symptoms.

Supplied:

1 mg. scored tablets (yellow)
2 mg. scored tablets (pink)
4 mg. scored tablets (white)
16 mg. scored tablets (white)



LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, N.Y.

a breathing spell from asthma

Quadrinal

a rapid way to clear the airway

- stops wheezing
- increases cough effectiveness
- relieves spasm

In chronic disorders associated with obstructed respiration, the dependable antispasmodic and expectorant action of Quadrinal rapidly clears the bronchial tree. Patients breathe more easily and acute episodes of bronchospasm are often eliminated. Quadrinal is well tolerated, even on prolonged administration. The potassium iodide in Quadrinal provides an expectorant of time-tested effectiveness and safety.

Indications: Bronchial asthma, chronic bronchitis, pulmonary fibrosis, pulmonary emphysema.

Quadrinal Tablets, containing ephedrine HCl (24 mg.), phenobarbital (24 mg.), Phylloin® (theophylline caffeine salicylate) (30 mg.), and potassium iodide (0.4 Gm.)

Also available

a new Quadrinal dosage form with taste appeal for all age groups

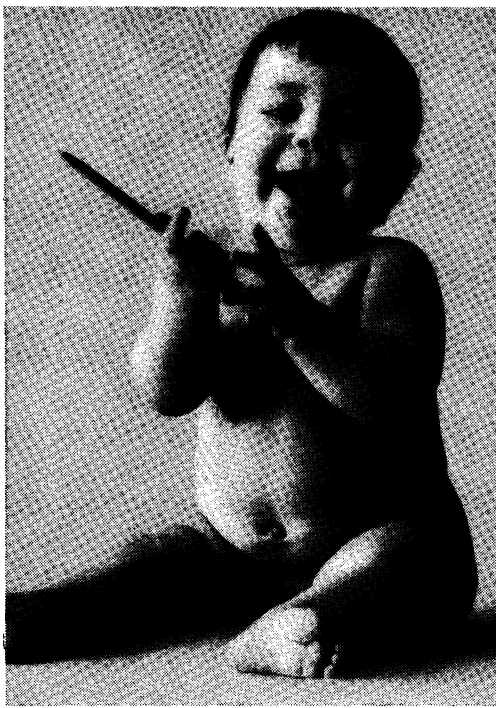
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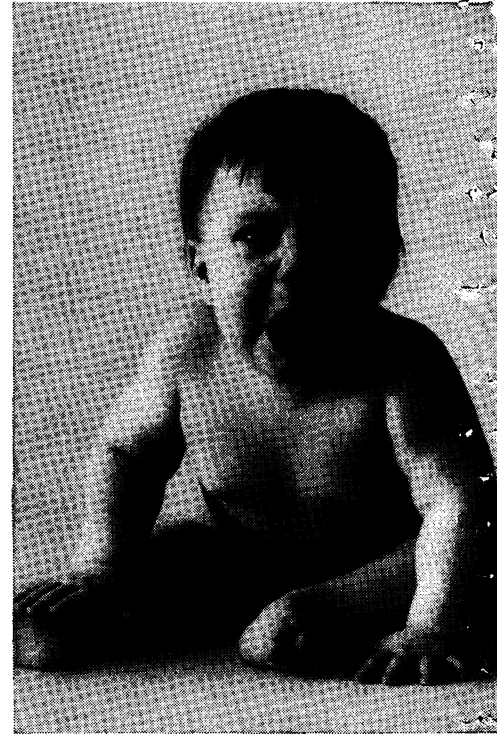
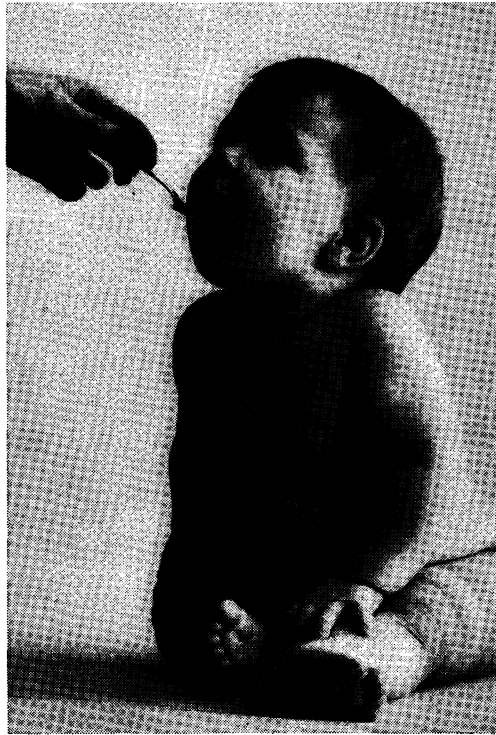
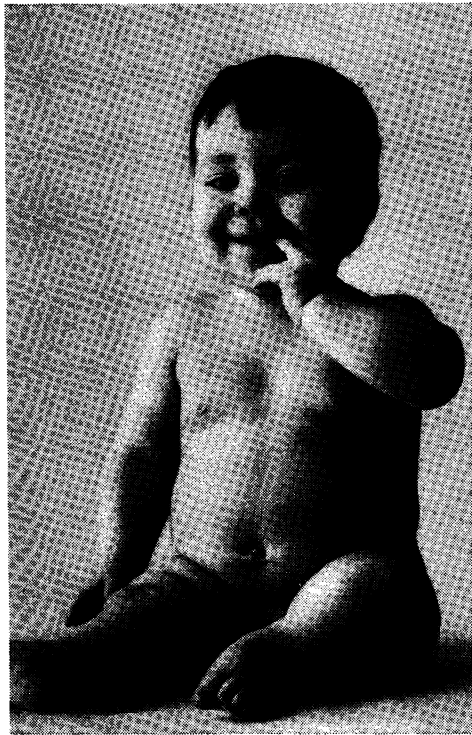
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Just gotta reach that pencil...there...I'm so big. What can



I grab now? Here's my VI-PENTA...why won't she give me more!

VITAMIN FORMULATIONS TO MEET THEIR "GROWING" NEEDS

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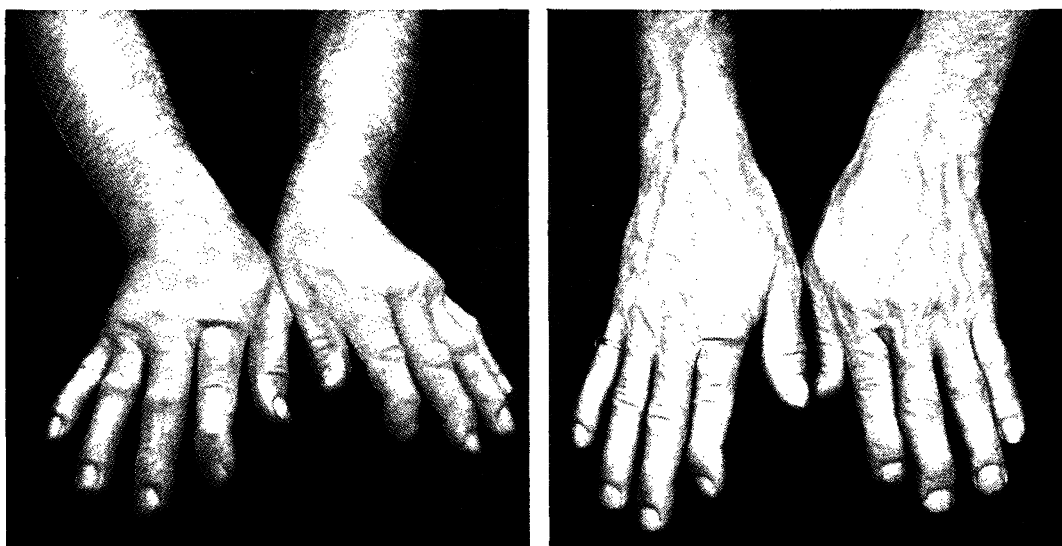
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Formula for Vi-Penta on Page 90

**RATIONAL THERAPY
IN A WIDE RANGE OF
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NEW FURACIN[®]-HC (NITROFURAZONE 0.2% AND HYDROCORTISONE 1%, EATON) CREAM

**INFECTED AND POTENTIALLY INFECTED DERMATOSES / PYODERMAS / ULCERS
BURNS / AFTER PLASTIC, ANORECTAL AND MINOR SURGERY**



FURACIN-HC Cream combines the anti-inflammatory and antipruritic effect of hydrocortisone with the dependable antibacterial action of FURACIN[®], brand of nitrofurazone—the most widely prescribed single topical antibacterial. The broad bactericidal range of FURACIN includes stubborn staphylococcal strains, and there has been no development of significant bacterial resistance after more than a dozen years of widespread clinical use. FURACIN is gentle to tissues, does not retard healing; its low sensitization rate is further minimized by the presence of hydrocortisone.

FURACIN-HC Cream is available in tubes of 5 Gm. and 20 Gm. Fine vanishing cream base, water-soluble.

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Products of Eaton Research

INCREASED LIFE EXPECTANCY FOR HYPERTENSIVES

"Life expectancy seems to be the one criterion that is most reliable and least questioned as a method of evaluating treatment for patients with elevated blood pressure."¹ "It is evident that effective therapy of hypertension will prolong the life of the patient by preventing the dreaded complications of this disease in the brain, the heart and the kidneys ." "There is no doubt of the prolongation of life in group 3 and 4 (Keith-Wagener-Barker) by adequate antihypertensive treatment. Some authorities report a 50 per cent, five year survival ratio for treated patients with malignant hypertension as against a 1 per cent survival ratio for untreated patients."²

Evaluation based on life expectancy is extremely difficult because of the peril of maintaining an untreated control group.¹ The doctor, however, can evaluate the symptoms related to the elevated blood pressure. . . . We know that retinopathy may improve, the heart may be reduced in size, the electrocardiogram may improve and in favorable cases the blood urea nitrogen level may fall.² These are reasonably objective criteria on which to base one's evaluation of treatment.¹

On the succeeding page is evidence that Unitensen included in any therapeutic regimen may improve the results in hypertension as measured by a regression of objective clinical changes in a substantial proportion of the patients treated.

1. Currens, J. H.: *New England J. Med.* 261:1062, 1959.
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10. Finnerty, F. A.: *Am. J. Med.* 17:629, 1954.

Unlike diuretics or ganglionic blocking agents, Unitensen lowers blood pressure through widespread vasorelaxation. Normal vasomotor responses are not altered, and there is no venous pooling with resulting postural hypotension.³⁻⁵ Through alleviation of cerebral vasospasm, Unitensen promotes cerebral blood flow and oxygen utilization.⁶⁻⁹ Furthermore, Unitensen increases cardiac efficiency, improves renal function and tends to arrest the progress of vascular damage.^{3, 4, 10}

Progress of Objective and Subjective Symptoms in Grades III and IV Hypertension Following Treatment with Unitensen and Unitensen-R

Observations in Patients* Treated up to 2 Years

Observations in Patients* Treated up to 3½ Years

The Course of Subjective Symptoms

Symptom	Number**	Improved	% Improved
Headache	27	21	77.7
Palpitation	20	13	65.0
Angina	15	9	60.0
Dyspnea	17	8	47.0

Number**	Improved	% Improved
43	38	88.0
29	19	65.5
21	16	76.0
27	14	51.0

Objective Changes Following Treatment

Finding	Number**	Improved	% Improved
Funduscopy Changes	41	24	58.5
Enlarged Heart	20	13	65.0
Abnormal ECG	37	10	27.0
Proteinuria	31	12	38.7
Nitrogen Retention	17	6	35.2

Number**	Improved	% Improved
59	38	66.0
35	23	65.7
45	25	55.5
43	27	62.7
28	10	35.7

Left hand charts from Clinical Exhibit "The Ambulatory Patient with Hypertension" presented AMA Convention, San Francisco, June 22-27, 1958, by B. M. Cohen, M.D.

*All patients in this study were initially classified as Smithwick Grades III and IV.

**Expressed as the number of patients exhibiting the symptom recorded.

Right hand charts include patients previously reported who had been continuously maintained on Unitensen and Unitensen-R, plus additional patients later added to the study. From Clinical Exhibit "The Office Diagnosis and Treatment of the Patient with Hypertension" presented American Academy of General Practice, Indianapolis, March 18-19, 1959, by B. M. Cohen, M.D.

UNITENSEN®

Each tablet contains: Cryptenamine (tannates) 2.0 mg.

UNITENSEN-PHEN®

Each tablet contains: Cryptenamine (tannates) 1.0 mg., Phenobarbital 15 mg.

UNITENSEN-R®

Each tablet contains: Cryptenamine (tannates) 1.0 mg., Reserpine 0.1 mg.

UNITENSEN® AQUEOUS

Each cc. contains: 2.0 mg. cryptenamine (acetates) in isotonic saline

Meisler

IRWIN, NEISLER & CO.
Decatur, Illinois

• *increases bile*
DECHOTYL stimulates
the flow of bile—
a natural bowel
regulator

• *improves motility*
DECHOTYL gently stimulates
intestinal peristalsis

• *softens feces*
DECHOTYL expedites fluid
penetration into bowel contents

• *emulsifies fats*
DECHOTYL facilitates
lipolysis—prevents
inhibition of bowel motility
by unsplit fats

helps free your patient from both...
constipation and laxatives

DECHOTYL[®]

TRABLETS^{*}

well tolerated...gentle transition to normal bowel function



Recommended to help convert the patient—naturally and gradually—to healthy bowel habits. Regimens of one week or more are suggested to assure maintenance of normal rhythm and to avoid the repetition of either laxative abuse or constipation.

Average adult dose: Two TRABLETS at bedtime as needed or as directed by a physician.
Action usually is gradual, and some patients may need 1 or 2 TRABLETS 3 or 4 times daily.

Contraindications: Biliary tract obstruction; acute hepatitis.

DECHOTYL TRABLETS provide 200 mg. DECHOLIN[®] (dehydrocholic acid, AMES), 50 mg. desoxycholic acid, and 50 mg. dioctyl sodium sulfosuccinate, in each trapezoid-shaped, yellow TRABLET. Bottles of 100.

^{*}AMES T.M. for trapezoid-shaped tablet.

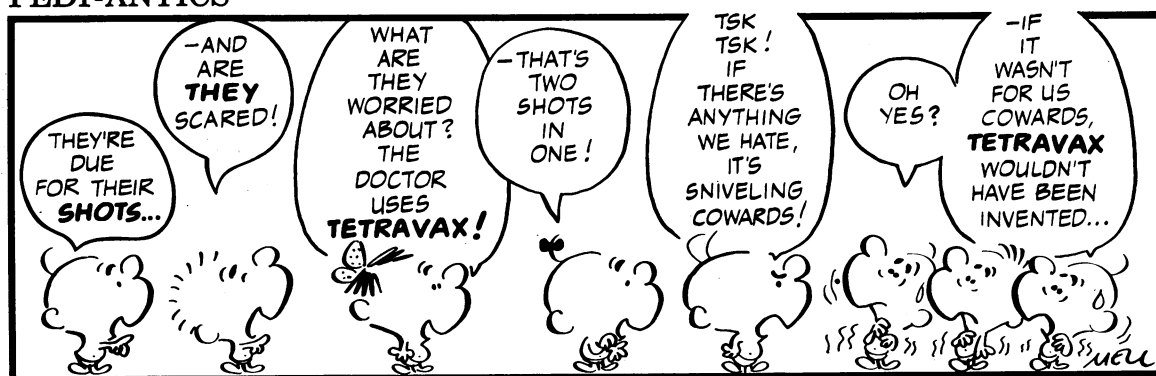
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AGAINST 4 DISEASES:
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DIPHTHERIA AND TETANUS TOXOIDS WITH PERTUSSIS AND POLIOMYELITIS VACCINES

now you can immunize against more diseases...with fewer injections

Dose: 1 cc.

Supplied: 9 cc. vials in clear plastic cartons. Package circular and material in vial can be examined without damaging carton. Expiration date is on vial for checking even if carton is discarded.



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for simultaneous immunization against adenovirus and influenza virus infections RESPROGEN[®]

(ADENOVIRUS-INFLUENZA VIRUS VACCINE, ALUMINUM PHOSPHATE ADSORBED, PARKE-DAVIS)

With an immunizing course of two injections now, RESPROGEN can help safeguard your patients against two important classes of pathogenic respiratory agents in the fall and winter months to come. RESPROGEN produces an effective antibody response to the common influenza virus types, including the Asian strain, plus the adenovirus types 3, 4, and 7. The antigens in RESPROGEN are adsorbed on an optimum amount of aluminum phosphate. Due to special concentration and refining methods, a single dose is only 1.0 cc. RESPROGEN is recommended for adults 16 years of age or over, and an immunizing course consists of only two 1-cc. doses, each at least two weeks apart. See package for complete dosage schedule. PARKE, DAVIS & COMPANY • Detroit 32, Michigan

PARKE-DAVIS

Additional information on Page 38

42260

in common
Gram-positive
infections
due to
susceptible
organisms
**YOU CAN
COUNT ON
TAO***
(triacetyloleandomycin)
even
in many
resistant
Staph*

617
900
349
62
1,928

1,928 published cases in the two years since TAO was released for general use show:

94.3% effectiveness in respiratory infections (617 cases including tonsillitis, staphylococcal and streptococcal pharyngitis, bronchitis, infectious asthma, broncho-pneumonia, lobar pneumonia, bronchiectasis, lung abscess, otitis.)

You can count on TAO.

92% effectiveness in skin and soft tissue infections (900 cases including pyoderma, impetigo, acne, infected skin disorders, wounds, incisions and burns, furunculosis, abscess, cellulitis, chronic ulcer, adenitis.)

You can count on TAO.

87.1% effectiveness in genitourinary infections (349 cases including urethritis, cystitis, pyelitis, pyelonephritis, orchitis, pelvic inflammation, acute gonococcal urethritis, lymphogranuloma venereum.)

You can count on TAO.

75.8% effectiveness in diverse infections (62 cases including fever of undetermined origin, peritoneal abscess, osteitis, peri-arthritis, septic arthritis, staphylococcal enterocolitis, gastroenteritis, carriers of staphylococci.)

You can count on TAO.

95.6% of 1,928 cases free of side effects—in the remaining 4.4%, reactions were chiefly mild gastrointestinal disturbances which seldom necessitated discontinuance of therapy.

*In 884 of 1,928 cases the causative organisms were mostly staphylococci. The majority of clinical isolates were found to be resistant to at least one of the commonly used antibiotics and many patients had failed to respond to previous therapy with one or more antibiotics. TAO proved 93.4% effective in these 884 cases.

Complete bibliography available on request.

DOSAGE: varies according to severity of infection. Usual adult dose—250 to 500 mg. q.i.d. Usual pediatric dose: 3-5 mg./lb. body weight every 6 hours.

NOTE: In some children, when TAO was administered at considerably higher than therapeutic levels for extended periods, transient-jaundice and other indications of liver dysfunction have been noted. A rapid and complete return to normal occurred when TAO was withdrawn.

SUPPLY: TAO CAPSULES—250 mg. and 125 mg., bottles of 60. TAO ORAL SUSPENSION—125 mg. per 5 cc. when reconstituted, palatable cherry flavor, 60 cc. bottles. TAO PEDIATRIC DROPS—100 mg. per cc. when reconstituted, flavorful; special calibrated dropper, 10 cc. bottles. INTRAMUSCULAR or INTRAVENOUS—10 cc. vials, as oleandomycin phosphate.

OTHER TAO FORMULATIONS ALSO AVAILABLE: TAO-AC (Tao, analgesic, antihistaminic compound) capsules, bottles of 36. TAOMID® (Tao with Triple Sulfas)—tablets, bottles of 60. Oral Suspension—60 cc. bottles.



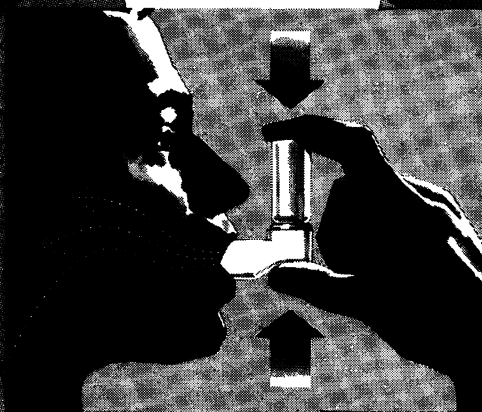
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Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being™

for immediate asthma relief

and 22½% more vital capacity

Medihaler®

for oral inhalation of aerosol administered by



**for maximal convenience
at home or on-the-go**

Available with either of the two
outstanding bronchodilators

Medihaler-EPI®

Epinephrine bitartrate, 7.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each automatically measured dose contains 0.15 mg. epinephrine.

Medihaler-ISO®

Isoproterenol sulfate, 2.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each automatically measured dose contains 0.075 mg. isoproterenol.

Optimal effect from Minimal Dosage



Northridge, California

PLASMANATE®

HUMAN PLASMA PROTEIN SOLUTION

"...the agent of choice in the initial treatment of shock..."¹

increases circulating blood volume with outstanding effectiveness... unsurpassed safety

Clinical demonstrations have borne out the usefulness and safety of Plasmanate.² It offers all the advantages of plasma with none of its undesirable properties and it has a better balanced electrolyte content than albumin. Its plasma expanding properties have been shown to be equivalent to those of an equal amount of protein in the form of human serum albumin.² Unlike whole blood, it does not alter the blood typing characteristics of the recipient, nor does it appear to sensitize patients to its subsequent administration. Plasmanate offers these other advantages:

Heat-treated for 10 hours at 60° C. against hepatitis virus • As reaction-free as normal serum albumin • Maintains increased blood volume for a reasonable time • Valuable as a source of protein in treating hypoproteinemia • Virtually potassium-free and low in Na and Ca • Can be stored for long periods with no clumping or precipitation.

A New
Human Blood
Fraction
Product
from
Cutter Research

Plasmanate, a 5% solution of selected human plasma proteins with stabilizers in 0.67% saline solution (pH 6.75-7.25),* is available in 250 cc. bottles complete with ready-to-use administration set.

Electrolytes per liter

Sodium	112 mEq.
Chloride	48 mEq.
Potassium	0.5 mEq.

Plasma protein percentages

Albumin	88%
Alpha-globulin	7%
Beta-globulin	5%

* U.S.A. and Foreign Pat. Pend.

1. Cock, T. C., et al.: California Med. 89:257, 1958.
2. Bertrand, J. J., et al.: Vox Sanguinis 4:385, 1959.



CUTTER LABORATORIES Berkeley, California

For complete information See PDR page 665

Ask Your Cutter Man or write to Dept. O-5K